PREFACE

This report is the result of a study devoted primarily to consumer attitudes toward materials used in the upper parts of shoes. It is one of a group of studies conducted by the Special Surveys Branch, Standards and Research Division, Statistical Reporting Service, to determine consumer reactions to agricultural products. Purpose of the survey was to provide guidance to the leather industry in developing desired improvements in product characteristics.

Advice was provided in the planning stage by subject matter specialists in the U. S. Department of Agriculture. The project was under the general supervision of Margaret Weidenhamer, Chief, Special Surveys Branch, Standards and Research Division, SRS. Chilton Research Services, Philadelphia, Pa., under contract with USDA, designed the sample, developed the questionnaire, conducted the survey, and prepared a draft of the report.

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CONTENTS

	Page
Highlights	iii
Introduction	1
Patterns of shoe usage	3
Owner reactions to Corfam shoes	7
Attitudes toward shoe upper materials	9
Materials in children's shoe uppers	17
Clothing made of real or imitation leather and suede	19
Children's clothing made of real or imitation leather and suede	24
Appendix	26
The sample	26
Sample design	26
Sampling tolerances	26
Recovery rates	27
Questionnaires	82

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HIGHLIGHTS

Shoes

Better water proofing, more flexibility and softness, and greater scuff resistance were the improvements men and women wanted most in leather for shoe uppers, according to a consumer survey in the Philadelphia Standard Metropolitan Statistical Area in the fall of 1967. The convenience of easier care or less need for shining also appealed to both sexes. In addition, a high percentage of men commented on the desirability of greater resistance to perspiration damage. Improving leather to make shoes more color fast appeared to be less important to consumers. Most respondents who rated a potential improvement as "very important" indicated a willingness to spend more money for shoes with that improvement added.

When respondents were shown a list of attributes that may apply to the upper parts of shoes and asked to characterize leather using this list, a solid majority of both men and women credited leather with providing good support, shining well, and lasting a long time. Many also claimed that leather looks good for a long time, fits well, is a good buy for the money, and is easy to care for. Unfavorable comments most often directed at leather included purported high cost, lack of scuff and water resistance, and need both for careful fitting at the time of purchase and for breaking in.

Most respondents who had bought shoes made of Corfam (trademark for a man-made material used for shoe uppers) characterized these shoes as easy to care for. A large majority of owners also indicated that Corfam shoes maintain their looks for a long time and are good for foot support. A key point, however, was that Corfam is scuff and water resistant--two characteristics that respondents found lacking in leather and wanted to see improved. Some owners mentioned that Corfam shoes are expensive and have to be fitted carefully at purchase time.

While both leather and Corfam generally received favorable comments, other types of synthetic materials for shoe uppers did not. The chief advantage ascribed to the latter materials was low cost.

In general, the attitudes of mothers toward leather for their children's shoes were similar to those of women considering leather for their own shoes. Mothers were most interested in having their children's shoes made more scuff resistant and water proof. The need for easier care, although stressed somewhat less often than the improvements just cited, was mentioned more often for children's shoes than for women's shoes.

Clothing

Men and women respondents agreed that durability is leather's main advantage as a material for clothing. Other advantages cited with some regularity included leather's warmth, stylishness, water resistance, and easy care. Although relatively few persons criticized leather on any one point, the expense of cleaning was most often cited.

In discussing suede for clothing, respondents, especially those owning such clothing, mentioned stylishness and good looks as suede's main advantage. The reported difficulty of keeping suede clean and the expense of dry cleaning were the disadvantages mentioned most often.

When asked about their willingness to buy washable suede clothing if such a material were developed, about half the sample replied affirmatively. Savings on dry cleaning bills and ease of upkeep were the prime reasons offered for wishing to see this type of material introduced on the market. Those who rejected the idea of washable suede clothing did so primarily because of a general dislike for suede.

Durability was also the advantage mothers mentioned most often when discussing leather for children's clothing. While the expense of such clothing appeared to be prohibitive to many mothers, cost was not a particular deterrent to women considering leather for their own clothing.

Suede was generally viewed unfavorably for use in children's clothing. Respondents cited suede's initial cost, a lack of confidence in suede's strength or hardiness, and, as with their own clothing, the difficulty of keeping suede clean.

CONSUMER ATTITUDES TOWARD LEATHER IN SHOES AND CLOTHING

by
Edward M. Knott 1/

INTRODUCTION

The shoe industry has traditionally provided the major market for cattlehide leather. The use of man-made materials in the upper parts of shoes has already made inroads in this market and is expected to increase considerably within the next decade. 2/ A need has thus been created to ascertain consumer opinions of leather for shoe uppers to determine those characteristics of leather that consumers view unfavorably and would like to see improved. Such a survey could serve as a guide to the industry in effecting these wanted improvements.

To meet this objective, respondents in this study were asked to name all the advantages and disadvantages they associated with shoe leather. Respondents were also asked to indicate from a list of 20 characteristics of shoe uppers (worded favorably and unfavorably) those that best described leather. In addition, they were presented a list of six potential improvements for leather in shoe uppers and were then asked the relative importance of each for their own shoes. Other questions designed to establish rapport with respondents and to help analyze the opinion data referred to shoe usage patterns and materials used in shoe uppers.

To evaluate leather's competitive position more adequately, questions concerning synthetic materials for shoe uppers were also included. Synthetics comprised both the traditional materials that have been on the market for some time and a relatively new class of man-made materials that, in some ways, closely resembles leather for shoe uppers. The product chosen to represent these new materials was "Corfam" (the trademark of a coriaceous poromeric material manufactured by E. I. duPont De Nemours and Company). Corfam was selected because it was the first material of its type to be introduced on the market and therefore was the only one widely distributed at the time of the survey. Although it is technically more correct to refer to "shoes made with Corfam shoe upper material," for convenience, the term "Corfam shoes" was used in some questions and will be used throughout most of the report.

1/ Edward M. Knott is a former employee of the Special Surveys Branch, Standards and Research Division, Statistical Reporting Service.

2/ Thompson, John W. Substitutes for Leather, Synthetics and Substitutes for Agricultural Products--A Compendium. U. S. Dept. Agr., Misc. Pub. No. 1141, Apr., 1969.

Respondents were also asked their opinions of leather clothing and man-made substitutes. Women in the probability sample who had children between the ages of 2 and 15 years of age were questioned about their children's shoes and clothing made of leather or man-made materials.

Data were collected during October and November 1967 from 1,117 persons 16 years of age or older in the Philadelphia, Pa., Standard Metropolitan Statistical Area. The average interview lasted about an hour. Of the 1,117 persons interviewed, 996 (469 men and 527 women) were chosen from a probability sample. The remaining 121 persons (64 men and 57 women) were owners of shoes made with Corfam uppers who were selected by one of the two methods outlined below.

In the probability sample drawn for personal interviewing, the randomly selected respondents were questioned about ownership of Corfam shoes by other adult family members. These questions were asked immediately after the respondents completed the basic questionnaire. In some cases, the respondent did not know if other family members owned shoes with Corfam uppers, so efforts were made to contact these persons directly. When family members who owned Corfam shoes were not at home when the original respondent was interviewed, the interviewer made at least three callbacks. This method produced interviews with 37 persons.

In addition, interviews were conducted with owners of Corfam shoes whose names were obtained in a telephone interviewing phase prior to the main survey. In this interview, obtained by dialing randomly selected telephone numbers, the woman of the house was the primary respondent. She was asked about awareness of, and then ownership of, shoes made with Corfam uppers--both for herself and for other adults in the household. If she did not know about ownership of these shoes by others in the household, these persons were called on the telephone and questioned directly. The names of all persons claiming to own shoes made with Corfam shoe upper material were held in reserve, and some were used in the personal interview phase. Interviews were conducted with 84 Corfam shoe owners selected by this method.

All respondents were asked to indicate total annual family income before taxes and were then classified in as nearly equal-sized income groups as possible:

Income group	Total annual family income
Lower	Under $6,000
Middle	$6,000 - $9,999
Upper	$10,000 and over

A total of 69 respondents did not answer the income question. Respondents were also classified according to age, education, and employment status.

Every survey in which interviews are conducted with less than 100 percent of the group being studied is subject to some sampling variations. Hence, in this study, approximate confidence limits for various percentages were calculated and

are shown in the Appendix. To be discussed in the text, differences had to be significant at the 95-percent level of probability.

The possibility of error by respondents in stating their beliefs and attitudes about materials must also be considered, especially in analyzing data on reported exposure and opinions about man-made leather substitutes. Inadvertent misstatements by respondents could occur because of oversights, lack of information, or confusion about these materials.

Throughout the report, the references in parentheses are to the numbered questions in the questionnaires and to the tabulations which summarize answers to the questionnaires. Both questionnaires and tabulations may be found in the Appendix following the description of the sample.

PATTERNS OF SHOE USAGE

Ownership by Type of Shoe

At the beginning of the interview, all respondents were handed a card (Card 1) depicting various types of shoes and were then asked about their ownership of these shoes. Men were asked about dress or street shoes, casual shoes, sports shoes, and special purpose shoes. Women were asked about heels, walking or casual shoes, special purpose shoes, sports shoes, and boots.

Almost all respondents said they owned dress shoes (dress or street for men and heels for women). The vast majority of women claimed to own casual shoes, while somewhat fewer men (about two-thirds) claimed ownership. On the other hand, about half the men owned special purpose shoes, greatly outnumbering women in ownership of such shoes. About one-third of all respondents said they owned sports shoes, and a majority of women said they owned boots. (Question 1)

Age of the respondent appeared related to ownership of some types of shoes. As age increased, reported ownership of both casual and sports shoes declined. Family income also seemed to be related to ownership of sports shoes, with ownership greatest among those with higher family incomes. (Demographic tabulation not shown.)

Reapondents who claimed ownership of the various types of shoes just mentioned were asked if they had purchased any of these shoes within the 2 years preceding the interview. Those who said they had bought shoes within this time period were then asked how many pairs of each type they had bought. Replies to these questions indicate that most respondents owning the various types of shoes had made some kind of purchase within 2 years of the interview. Only in the case of sport shoes for men and boots for women did as many as a third of the men and women, respectively, say they had not made a purchase within 2 years. Women were more likely than men to say they had purchased casual shoes in this time period. (Question 2)

During the 2-year period preceding the interview, men generally purchased fewer pairs of shoes than women, particularly for dress and casual wear. Purchase of special purpose shoes did not appear to differ, however. (Question 3)

Background characteristics of the respondents appeared related to both incidence and number of pairs of shoes purchased. Men and women with higher family incomes and education were more likely to buy shoes--and more of them--during this 2-year period than others. Sport shoes were an exception. Proportionately more men of lower income and education claimed to have bought these shoes. Age also was a factor in purchase patterns for men. Older men were least inclined to buy shoes during the 2-year period, and when they did buy shoes, they did not buy as many pairs. (Demographic tabulation not shown.)

In general, men appeared to pay higher prices for their shoes than women. Four out of 10 men, compared with about 1 woman in 10, said they spent $16.50 or more for a pair of dress shoes. At the other extreme, almost 4 women in 10, as opposed to less than 1 man in 10, bought dress shoes for less than $8.50. The same pattern was found for casual shoes. Men were far more likely than women to spend $10.50 or more for shoes, while women were more likely to pay less than $6.50. (Question 4--Tabulation not shown.)

When respondents were asked which type of shoe they wore most often, 6 out of 10 men mentioned dress shoes. The remaining answers were evenly divided between casual and special purpose shoes. Women generally wore casual shoes, with 7 out of 10 mentioning such shoes; most of the remaining women indicated they usually wore heels.

Although a majority of men in all background groupings said they wore dress shoes most often, some differences were noted. Older men and those with higher incomes and some college education were more likely than their counterparts to wear dress shoes most often as opposed to casual and special purpose shoes. While casual shoes were worn most often by women in all demographic groupings, women from middle-income homes, those under 50, and those with some high school were more likely than their counterparts to indicate casual shoes. (Question 5--Tabulation not shown.)

After identifying the type of shoe worn most often, respondents were asked what qualities they considered important when buying these shoes. Comfort was mentioned most often by both men and women for all types of shoes. The importance accorded other factors such as fit, style, flexibility, and durability varied with the type of shoe being discussed. (Question 6)

Reapondents who owned dress, casual, or special purpose shoes were shown a card (Card 2) depicting the upper parts of shoes. They were then asked whether the upper parts of these shoes generally lasted as long as they thought they should. Most replies were in the affirmative.

	Men			Women		
	Dress	Casual	Special Purpose	Heels	Casual	Special Purpose
Satisfied			Percent			
Yes	91	84	76	86	83	76
No, Don't know	9	16	24	14	17	24

(Question 7--Tabulation not shown.)

Interestingly, the prices reportedly paid for shoes were not particularly related to satisfaction with durability.

Types of Materials Used in Shoe Uppers

The remainder of this section of the report focuses primarily on opinions and attitudes about materials used in the upper parts of shoes. But it may be helpful, first, to determine what types of material the respondents in this study claimed they were buying.

Respondents were handed a card (Card 3) listing the following shoe materials: real leather (regular leather, suede, buck, and patent) and synthetics. They were then asked to name the materials their shoe uppers were made of. The results for those who mentioned "real leather" are shown below:

	Respondents from primary sample	
	Men	Women
Shoe uppers made of Real leather	Percent	
Regular leather	99	98
Suede	14	38
Buck	8	4
Patent	*	38

*Less than 1 percent

(Question 8--Tabulation not shown.)

Shoes with regular leather uppers were owned by virtually all respondents. No fewer than 8 out of 10 claiming to own each type of shoe (dress, casual, or special purpose) reported the uppers were made of regular leather. Suede, on the other hand, was reported far less frequently. Its main use appeared to be for women's dress shoes (heels), but some use was also reported for both men's and women's casual shoes. Buck was mentioned rather infrequently, and generally for men's casual shoes only. Patent leather was almost exclusively a woman's material (mentioned by 4 in 10 women who reported owning heels).

Background characteristics of the respondents showed little relationship to the kinds of leather owned in various types of shoes. Both men and women were likely to own dress shoes made of regular leather regardless of their age, level of education, or income. However, among men who had casual shoes, younger respondents reported owning suede or buck more often than their seniors. (Demographic tabulation not shown.)

When the small number of men and women who mentioned owning shoes made of synthetic uppers (about 10 percent of the sample) were asked to name the material, many specified canvas or cloth. Since no category was provided on the card for canvas or cloth, and no definition (or example) of "synthetics" was supplied at this point in the interview, it is understandable why some respondents interpreted the term "synthetics" in this manner. According to these respondents, canvas or cloth was owned mainly in casual shoes. Most respondents did not seem to interpret "synthetics" in terms of canvas or cloth, however. When owners of casual shoes were later asked if any of these shoes were made of canvas or cloth (Question 15), about half replied affirmatively. Synthetics, on the whole, were reported by relatively few men and women in response to question 8.

Later in the interview, respondents were asked if they were familiar with Corfam shoes and shoes made of other synthetic materials. Approximately 4 respondents in 10 claimed familiarity with shoes made of Corfam. (Questions 16 and 17) Men and women with higher education and from upper income homes were far more likely to be aware of this material than other respondents. Men in white-collar occupations were also more likely than blue-collar workers to have heard of Corfam.

The leading sources of knowledge about Corfam cited by respondents are shown below. Men were somewhat more likely than women to mention another person (friend, relative, etc.). Women, on the other hand, were more inclined than men to mention a shoe store.

Source of knowledge	Men	Women
	-------Percent-------	
Another person	34	19
Magazine	30	35
Newspaper	28	28
Shoe store	21	39

(Question 18--Tabulation not shown.)

The more traditional synthetic shoe upper materials (such as vinyl) appeared to be more familiar to the respondents than Corfam. The difference was especially noticeable among women. Half the men and nearly 7 women in 10 claimed familiarity with other synthetic materials. Men and women who were older, less educated, and from lower income homes appeared less familiar with them. Nonemployed men also seemed less familiar with other synthetic shoe materials than those who were employed. (Question 31)

After familiarity with these synthetic materials was ascertained, respondents were asked about ownership of shoes made from them. Of the 198 men and 196 women claiming to be aware of Corfam, 2 men in 10 and about 3 women in 10 said they owned shoes made of Corfam. When the total sample of 469 men and 527 women is taken into account, about 10 percent of the respondents claimed to own Corfam shoes at the time of the interview. Men and women with higher education and from upper income homes were far more likely to have bought such shoes, as were men in white-collar occupations. (Question 21--Tabulation not shown.)

When respondents claiming to be aware of other synthetic materials were asked about ownership of sport shoes and boots made of these materials, only 1 man in 20 reported owning sport shoes made of synthetics. About the same proportion (7 percent) said they owned boots made of these materials. About 1 woman in 10 reported owning sport shoes made of synthetics, while almost 2 in 10 (17 percent) mentioned owning boots made of these materials. (Question 34)

OWNER REACTIONS TO CORFAM SHOES

The following questions are devoted to reactions of Corfam shoe owners to these shoes. First, it may be helpful to ascertain the amount of experience respondents had with these shoes and the types of shoes they tended to buy. The reader is again reminded that, because of partial nonrandom sampling procedures and relatively small numbers of persons involved, the results should not be taken literally.

Owners were asked how many pairs of Corfam shoes they owned. About three-quarters replied that they owned one pair. (Question 22--Tabulation not shown.)

When asked how long ago they had bought their last (or only) pair of Corfam shoes, owners were fairly evenly divided between purchase within 6 months of the interview and 6 months or longer; about 3 in 10 had owned Corfam shoes a year or more. The majority wore them at least once a week; between 4 and 5 in 10 said that they wore their Corfam shoes two or three times a week. Men were somewhat more likely than women to claim wearing these shoes almost every day. (Questions 23 and 26--Tabulations not shown.)

Dress shoes (heels for women) were the shoe types bought by most Corfam owners. As noted earlier for shoes in general, men paid more than women for their Corfam shoes. (Questions 24 and 25--Tabulations not shown.)

Turning next to opinions of Corfam shoes, owners were asked what they liked most about these shoes. About two-thirds answered that Corfam shoes are easy to clean and keep their shine. The next most frequent response (especially by women) was that these shoes are comfortable. The replies mentioned with some frequency included:

	Men	Women
	-------Percent-------	
Keep their shine, easy to clean	68	65
Comfortable, easy on the feet	33	46
Scuff resistant	16	23
Good looking	13	26
Water resistant	13	6
Maintain their appearance	12	19
Flexible, soft	11	15
Maintain their shape	10	21
Nothing liked	10	-

-Zero in this sample.

(Question 27)

When owners were then asked what they disliked about their Corfam shoes, over half said there was nothing to dislike about these shoes. Of the dislikes given, none was predominant. A few men--between 1 and 2 in 10--commented that Corfam shoes cause perapiration problems and are not flexible. About 1 woman in 10 also complained about perspiration problems with Corfam shoes. (Question 28--Tabulation not shown.)

Apparently, the overall reaction to Corfam shoes was favorable, especially among women. When asked whether they would buy another pair of Corfam shoes, almost 9 women owners in 10, and nearly 7 men owners in 10, said "Yes."

	Corfam owners	
	Men	Women
Buy another pair of Corfam shoes	-------Percent------	
Yes	67	88
No	19	4
Not sure, Don't know	14	8

(Question 29--Tabulation not shown.)

The reasons respondents would buy Corfam shoes again generally paralleled the "likes" mentioned above. (Question 30)

ATTITUDES TOWARD SHOE UPPER MATERIALS

This section of the report dealing with consumer beliefs and attitudes toward various materials used for shoe uppers is, in a sense, two separate (but related) sections. The first, a "free response" section, covers both advantages and disadvantages of these materials as the respondents described them in their own words. Respondents were asked their opinions of these materials if they had heard of them, even if they did not own such shoes. The second section is one of aided recall, where phrases describing shoe materials were supplied to the respondent, and he was free to either associate the phrase with a particular material or not, as he saw fit. Again, owning shoes with uppers made of these materials (leather, Corfam, and other synthetics) was not required for participation.

Advantages and Disadvantages of Various Shoe Upper Materials

Leather--When men and women were asked to name the advantages of leather compared with other materials, they named durability as the leading characteristic. Other advantages frequently associated with leather included its amenability to shining or polishing (mentioned especially by women) and its good looks.

When respondents were asked to describe the disadvantages of leather, half the sample said there were none, or they could not think of any. Although no one criticism predominated, the most frequent was that leather is not water resistant or waterproof, and it is not scratch or scuff resistant. (Questions 9 and 10)

Corfam--When respondents familiar with Corfam were asked to state the advantages of this material, they were most likely to say Corfam kept its shine. Many also credited it with being durable as well as water and scuff resistant. Although the majority of respondents did not criticize Corfam, the leading disadvantage cited was that it lacked breathability or caused a perspiration problem. (Questions 19 and 20)

Other Synthetic Materials--As shown above, respondents who were familiar with Corfam shoes tended to describe these shoes favorably. On the other hand, persons familiar with other synthetics for shoe uppers were hard pressed to describe advantages associated with these shoes; almost half did not name a single advantage. The relatively few who described these materials favorably were most likely to say the shoes were inexpensive and kept a shine.

Respondents had no trouble stating disadvantages of these synthetics. Lack of durability was mentioned most often. Other disadvantages cited frequently were: nonbreathability, poor appearance, and cracking or peeling. The implication that these synthetics are inferior materials tends to counter the advantage of their low cost (just mentioned as an advantage). (Questions 32 and 33)

Canvas or Cloth--Most of the advantages associated with canvas or cloth (for casual shoes only) were in terms of comfort or convenience. For instance, shoes made of canvas or cloth were said to be easy to maintain by washing

(mentioned especially by women), good for sports or leisure, light in weight (cited by men), and comfortable. Three out of 10 stated that canvas or cloth shoes had no advantages or they could not think of any advantage.

The disadvantages most often mentioned included nondurability, poor support, and no water resistance. (Questions 13 and 14)

Prominent Characteristics of Shoe Upper Materials

This section attempts to uncover consumer opinions that contribute to purchase patterns of shoe material. The technique used here is one of aided recall in which a card (Card 7) with 20 descriptive phrases applying to shoe upper materials (worded both favorably and unfavorably) was presented to respondents. Respondents could choose as many or as few of these phrases as they wished to indicate their opinions about various shoe materials. Respondents were first asked to characterize shoe uppers made of regular leather; those who were aware of Corfam were then asked to do the same for this material; and those who had heard of other synthetic or man-made materials were asked to pick phrases that, in their opinion, best described these materials. Shown below is a listing of the 20 pairs of ideas:

Comes in attractive colors	- Comes in unattractive colors
Does not need breaking in	- Needs breaking in
Comes in attractive styles	- Comes in unattractive styles
Easy to care for	- Hard to care for
A good buy for the money	- A poor buy for the money
Water resistant	- Not water resistant
Scuff and scratch resistant	- Not scuff and scratch resistant
Lasts a long time	- Lasts a short time
Fits well	- Fits poorly
Tear and puncture resistant	- Not tear and puncture resistant
Stain resistant	- Not stain resistant
Flexible and pliable	- Not flexible and pliable
Gives good support	- Gives poor support
Looks good for a long time	- Looks good for a short time
Does not have to be fitted carefully	- Has to be fitted carefully
Comfortable in hot weather	- Uncomfortable in hot weather
Inexpensive	- Expensive
Comes in a variety of colors	- Does not come in a variety of colors
Expensive looking	- Cheap looking
Shines well	- Doesn't shine well

(Question 35)

The reader is cautioned against assuming any cause-and-effect relationship on the basis of this question. It is difficult to assess a respondent's degree of objectivity in assigning statements to each material. For example, is the particular material he is characterizing actually stain resistant, or because of generally favorable attitudes toward this material, is he assigning an attribute that may have no factual basis? It is highly probable that considerable interaction exists between the two.

Before proceeding, it may be worthwhile to "extract" from the list of characteristics those phrases that respondents thought most representative of the three shoe materials. Favorable replies of 60 percent or more--well over a majority of opinions--are the basis for discussing favorable characteristics ascribed to leather. Since Corfam and other synthetics evoked fewer responses than leather, favorable replies of about 40 percent or over are discussed for these materials. For all three materials, unfavorable responses mentioned by at least 20 percent of the respondents are considered.

Leather--According to replies by both men and women, leather is most often characterized as a material that gives good support, shines well, and lasts a long time. Many men and women also claimed that leather shoes look good for a long time, fit well, are a good buy for the money, and are easy to care for. Many women also said that leather shoes come in attractive styles and colors and are flexible and pliable.

The criticisms most often directed at leather for shoe uppers were purported expense and lack of scuff and scratch resistance. Leather's reported need to be carefully fitted at purchase time and broken in and its purported lack of water resistance were also mentioned frequently.

Corfam--Ease of care was the attribute most often associated with Corfam; a majority of men and women in the primary sample who were aware of Corfam said it is easy to care for. In addition, Corfam shoes were considered scuff and scratch resistant, water resistant, durable, and good looking for a long time.

Only one unfavorable characteristic was mentioned to any extent: Corfam shoes were considered expensive.

Other Synthetic Materials--The chief favorable attributes of synthetics, other than Corfam, according to those who had heard of them, were their relatively low price and, to women, the attractiveness and variety of colors available.

Criticism appeared to be directed mainly at longevity and appearance. Many respondents asserted that such shoes look "cheap" and do not last. Some also indicated that shoes made from these materials are a poor buy for the money, look good only a short time, are uncomfortable in hot weather, and provide poor support.

Profiles of Leather and Corfam

Additional discussion of shoe upper characteristics focuses on opinions of leather by the primary sample and opinions of Corfam by owners of these shoes from both the primary and supplementary samples. Shoes made with other synthetic uppers were reportedly owned by too few respondents to be included in this discussion.

To facilitate analysis of the data, 20 pairs of characteristics applicable to leather and Corfam were grouped into five general categories, as shown in table 1: (1) fit and comfort, (2) price and value, (3) appearance, (4) maintenance, and (5) durability. As noted earlier, all respondents (both men and women) were familiar with leather as a shoe upper material. In general, men's and women's impressions of leather were similar. Men's opinions are presented below, followed by women's impressions.

Leather--Replies in the "fit and comfort" category indicate that most men believed that leather provides good support for the foot. A substantial majority also claimed that leather shoes fit well. Somewhat fewer men indicated that leather shoes are flexible and pliable and are comfortable in hot weather, but the proportion claiming these attributes applied to leather was substantially higher than the proportion maintaining the opposite view.

Leather did not fare as well on the three remaining characteristics in the "fit and comfort" category. Men who expressed an opinion were about evenly divided as to whether leather shoes need breaking in and are water resistant. And leather was cited more often than not as needing careful fitting at the time of purchase.

The second category, "price and value," includes two pairs of ideas: a phrase relating general satisfaction to cost, and a more specific characteristic, namely, expensiveness. A majority of men considered leather a good buy for the money. Very few men, however, said that leather shoes are inexpensive. As a matter of fact, men were more inclined to mention that leather shoes are expensive.

The next category contains five pairs of phrases concerned with the appearance of shoes, such as color and style. Leather generally evoked favorable responses on these items. About 2 out of 3 men indicated that leather maintains its looks for a long time. A majority also said that leather shoes come in attractive styles and look expensive. Slightly fewer than half claimed that leather comes in attractive colors. On only one item--"comes in a variety of colors"--did leather fail to receive endorsement by a substantial percentage of men respondents. This could be attributed to men's general lack of interest in varieties of shoe colors.

The fourth category contains ideas relative to maintaining the appearance of shoes. On 2 of the 3 ideas, leather drew many favorable responses. Most men (8 in 10) credited leather with taking a good shine, and well over half said that leather shoes are easy to care for. Relatively few men commented on leather's ability to resist staining. Of those who did, opinions were nearly evenly divided between favorable and unfavorable mentions.

The final category is composed of three descriptive phrases related to the durability of shoe upper materials. Respondents generally characterized leather as a durable material--over 7 in 10 claiming that leather lasts a long time. Leather did not do too well, however, when men were confronted with specific attributes associated with durability. Relatively few men claimed that leather is tear and puncture resistant. On the issue of scuff and scratch resistance, somewhat more men complained that leather is not scuff and scratch resistant than maintained the reverse.

Table 1--Characteristics which respondents thought best described shoe uppers made of leather and Corfam

Characteristics	Leather				Corfam			
	Primary respondents		All Corfam owners		Primary respondents aware of Corfam		All Corfam owners	
	Men	Women	Men	Women	Men	Women	Men	Women
	Percent							
Fit and comfort:								
Gives good support	79	76	81	76	27	28	60	66
Gives poor support	1	3	6	2	3	3	7	2
Fits well	63	68	69	65	26	27	53	65
Fits poorly	2	2	3	3	3	3	7	4
Flexible and pliable	46	60	61	50	31	31	63	51
Not flexible and pliable	6	2	12	7	4	6	4	6
Comfortable in hot weather	41	36	38	38	15	15	31	38
Uncomfortable in hot weather	5	4	17	13	16	7	23	11
Does not need breaking in	28	31	30	22	24	24	47	45
Needs breaking in	22	20	31	31	8	4	17	4
Water resistant	28	24	15	10	46	37	71	60
Not water resistant	23	18	42	37	1	2	6	*
Does not have to be fitted carefully	11	9	12	5	4	3	11	8
Has to be fitted carefully	23	24	26	32	14	14	32	23
Price and value:								
A good buy for the money	62	64	63	60	23	30	53	57
A poor buy for the money	3	1	3	-	10	2	14	4
Inexpensive	12	19	16	10	7	5	12	6
Expensive	30	26	43	38	27	28	49	37
Appearance:								
Looks good for a long time	65	63	49	46	36	38	67	70
Looks good for a short time	5	4	17	13	5	2	7	*
Comes in attractive styles	54	65	69	71	24	35	54	60
Comes in unattractive styles	2	3	2	1	3	2	9	2
Expensive looking	50	55	66	63	29	31	65	57
Cheap looking	2	1	4	-	6	2	7	1
Comes in attractive colors	43	62	47	73	21	33	32	47
Comes in unattractive colors	3	2	6	1	2	2	9	2
Comes in a variety of colors	24	43	28	50	14	26	18	33
Does not come in a variety of colors	7	4	9	3	5	2	10	4
Maintenance:								
Shines well	79	74	69	62	33	29	53	45
Doesn't shine well	3	1	9	3	3	1	8	1
Easy to care for	61	67	28	39	60	56	84	84
Hard to care for	10	4	39	19	3	1	2	-
Stain resistant	18	23	14	6	34	31	56	46
Not stain resistant	13	11	24	16	2	2	2	2
Durability:								
Lasts a long time	74	72	71	61	35	41	52	62
Lasts a short time	3	4	10	7	6	3	9	2
Tear and puncture resistant	22	21	20	16	20	13	20	26
Not tear and puncture resistant	10	9	9	15	4	4	12	4
Scuff and scratch resistant	15	14	9	7	45	45	76	74
Not scuff and scratch resistant	26	31	52	55	5	6	7	8
Number of respondents	469	527	104	112	198	196	104	112

*Less than 1 percent.
-Zero in this sample.

As noted above, for the most part, women's "images" of leather appeared to coincide with men's impressions. However, women appeared more preoccupied than men with a few characteristics in the "appearance" category. As mentioned previously, relatively few men credited leather with being a material that comes in a variety of colors; women, on the other hand, were more apt to mention this attribute. And although a substantial number of men claimed that leather shoes come in attractive colors, women were more likely to mention this feature. The same relationship held--although the difference was smaller--when men and women considered the availability of attractive styles in leather. Women were also somewhat more likely to credit leather with being flexible and pliable.

Corfam--For the most part, owners of Corfam shoes were far more vocal in expressing opinions of this material than those in the primary sample group who were aware of such shoes but did not own any. This result was especially noticeable when favorable characteristics were considered, but it also occurred with some of the unfavorable alternatives. For example, half or more of the men owners associated flexibility, good support, a good fit, and no need for breaking in with Corfam, while among those aware of Corfam shoes, only 2 or 3 in 10 attributed these characteristics to Corfam. And owners were about twice as likely to express the need for careful fitting of Corfam shoes at the time of purchase.

The reader will remember that supplementary procedures were used to obtain sufficient Corfam shoe owners for analysis. These procedures were not totally random, and a relatively small number of respondents are involved; therefore, the answers by these owners should not be considered conclusive but, more fittingly, as suggestions for further inquiry.

Looking at the first category, "fit and comfort," a large proportion of men owners (7 in 10) said Corfam shoes are water resistant. And half or more men owners associated characteristics such as flexibility, good support, a good fit, and no need for breaking in with Corfam. For the remaining characteristics in this category--comfort in hot weather and the need for careful fitting at purchase time--Corfam did not fare as well. Only 3 owners in 10 said these shoes are comfortable in hot weather, and nearly as many took the opposite view. Men owners, moreover, were more likely to maintain that Corfam shoes must be fitted carefully when bought than to claim otherwise.

Turning to "price and value," half the men owners mentioned that Corfam shoes are a good buy for the money. The same proportion, however, said that these shoes are expensive.

When men owners described Corfam according to appearance, only those attributes pertaining to color failed to receive a solid endorsement. Relatively few men indicated that Corfam shoes come in attractive colors, and even fewer said that these shoes offer a variety of colors. Over half associated Corfam favorably with attributes such as length of time shoes remain looking good, expensive appearance, and attractive styles.

One of Corfam's strongest virtues, according to replies, is its ease of maintenance. The vast majority of Corfsm owners (8 in 10) credited Corfam with being easy to care for. More than half also claimed that Corfam is stain resistant and takes a shine well.

Another characteristic generally attributed to Corfam by owners is scuff and scratch resistance. Half of these men also volunteered that Corfam in general can be considered a durable material, while relatively few said that Corfam is tear and puncture resistant.

Differences of opinion between men snd women owners, although not extreme, appeared to be a little more widespread than for leather. Women were somewhat more vocal in crediting Corfam with fitting well and with possessing attrsctive and varied colors. Women were also less likely than men to say that Corfsm is uncomfortable in hot weather, needs breaking in, snd is expensive. Men owners, on the other hand, were s little more inclined to credit Corfam with being flexible and pliable.

Leather and Corfam as Viewed by Corfam Owners

Shoe materials so far have been described according to the frequency with which respondents assigned various attributes. The relative standing of leather on these attributes, however, hss only been alluded to so far. This section attempts to portray the relative strengths and weaknesses of leather by comparing the attitudes of Corfam shoe owners toward leather and toward Corfam.

Generally, it appeared that both lesther and Corfsm appealed to Corfam owners to the extent that--so far as the number of attributes viewed favorably is concerned--neither was a clear-cut winner. Returning to the five general categories mentioned earlier, men were more likely to associate good support and good fit with leather. Women saw no particular difference between the two materials on these attributes. Both men and women associated Corfam more often with no need for breaking in and with water resistsnce. Neither material sppeared to have an advantage when flexibility, comfort in hot westher, and need for csreful fitting were considered. Nor did either material drsw more votes than the other in the "price and value" category--both materials were considered good buys for the money, but expensive.

Leather appeared somewhst dominant when "appesrance" characteristics were compared. Owners were more inclined to sscribe sttractive colors snd styles to leather. Women were particularly likely to mention the variety of colors available in leather. However, owners gave Corfam favorable votes more often for the length of time shoes look good. Esch material was regarded ss expensive looking.

When owners considered items in the "maintensnce" cstegory, leather drew more favorsble responses as a materisl that shines well. These respondents, however, were far more likely to indicate that Corfsm shoes are easy to care for and are stain resistant.

Leather received more favorable responses from men when the two materials were considered in terms of overall durability. Women, on the other hand, were just as likely to say Corfam is durable as they were leather. Both men and women were vastly more inclined to credit Corfam with being scuff and scratch resistant than they were leather. Both materials fared badly on puncture resistance.

Desired Improvements in Leather for Shoe Uppers

All respondents were handed a card (Card 4) showing a 7-point scale and were asked: "Here is a scale card marked 1 for 'Very Important' at one end and 7 for 'Not at all Important' at the other end with numbers in between. Suppose you were working on the improvement of leather for the upper parts of shoes. How important would you say 'Better water proofing' is as an improvement in leather for your own shoes? Just pick a number that comes closest to how you feel." This procedure was repeated for the following improvements:

Greater resistance to perspiration damage
Easier care/less need for shining
Greater flexibility/softness
More color fast
Greater scuff resistance

Of the six potential improvements considered, three--better water proofing, greater flexibility/softness, and greater scuff resistance--were rated "very" important (number 1 on the scale) by more than 4 in 10 men and women. The proportion increased to about 7 in 10 when those who rated these three improvements "quite" or "somewhat" important (numbers 2 and 3 on the scale) are included. Not too far behind in desirability were "easier care/less need for shining" and, among men, "greater resistance to perspiration damage." "More color fast" was least important of the six improvements considered. (Question 11)

Some relationship appeared to exist between background characteristics of the respondents and their reactions to most of the suggested improvements. Among the men, younger respondents were more likely than older ones to emphasize better water proofing and scuff resistance. Blue-collar workers--possibly due to their special purpose (work) shoes--singled out water proofing and resistance to perspiration damage as important. Men with lower incomes were more preoccupied with color fast shoes. Interestingly, votes for greater flexibility and softness were not related to men's socioeconomic characteristics. Men owning Corfam shoes were more likely to emphasize such features as scuff resistance, less need for shining, and perspiration resistance than nonowners.

Differences related to background characteristics were less apparent for women than for men. The issue of scuff resistance evoked the greatest disparities: Women with higher education and larger family incomes were most likely to consider this improvement important, and older women the least likely. (Demographic tabulation not shown.)

For a more practical measure of how salient these improvements were to the respondents, those who rated an improvement important (1, 2, or 3 on the scale) were asked whether they would be willing to pay $1.00 more for a pair of shoes

with leather uppers improved in that manner. Although replies should not be taken literally, measuring the relative strength of feeling on these improvements can provide direction to those in a position to create such improvements. Overall, for each improvement with the exception of "more color fast", about 9 men and women in 10 said they would be willing to pay the additional amount for shoes with leather so improved. As expected, however, in most cases the proportion willing to pay the extra $1.00 was highest among those claiming a particular improvement was "very important" (number 1) and lowest among those who said the improvement was "somewhat important" (number 3). Exceptions to this finding concerned better water proofing and scuff resistance. Regardless of the degree of importance attached to these improvements, men were equally likely to say they would be willing to pay the extra amount. (Question 12)

For the most part, background characteristics showed little relationship to willingness to pay extra for a particular improvement. Exceptions did occur, however. Among men, unemployed respondents were somewhat less willing to pay for improvements in scuff resistance; and high school graduates were less receptive to paying for improved color fastness. Women respondents in the middle-age group (35-49) were most likely to express willingness to pay for the improvements suggested. (Demographic tabulation not shown.)

MATERIALS IN CHILDREN'S SHOE UPPERS

In addition to being asked about ownership and opinions of various materials for their own shoes, women with children between 2 and 15 years of age were asked similar questions about their children's shoes.

At the time of the interview, between 4 and 5 women in 10 had children in the age range of 2 to 15. (Questions 51-53--Tabulations not shown.) For reporting convenience, children were grouped into three age classifications--2-6 years, 7-10 years, and 11-15 years.

Shoe Ownership

Mothers were first asked how many pairs of shoes were bought for each child during the 12 months preceding the interview. Replies indicate that mothers tended to buy three or four pairs a year for their sons. In general, fewer shoes were bought for 2 to 6-year-olds than for older boys. For girls, the pattern was essentially similar, although they generally received more shoes than the boys. (Question 54)

Types of Materials Used

When mothers were asked what materials were used in their children's shoe uppers, almost all mentioned regular leather. Canvas or cloth was also extremely popular. Other materials were cited far less frequently.

Shoe material	Sons	Daughters
	---------Percent----------	
Regular leather	97	95
Canvas or cloth	87	78
Suede	10	26
Buck	4	4
Vinyl	3	6
Corfam	2	6
Synthetic (unspecified)	2	3
Patent	1	31
Plastic	-	4
Other	1	2
Don't know	1	1
Number of mothers	178	172

-Zero in this sample.

Incidence of ownership appeared to be related to children's age and sex. For instance, girls were far more likely than boys to own patent leather shoes (ownership was practically nonexistent among boys). This was somewhat true for suede also. However, age was a more important factor than sex with this material: boys and girls in the oldest age group (11-15 years) were most likely to own shoes made of suede. (Questions 55-56--Tabulations not shown.)

Advantages and Disadvantages of Leather

When mothers were asked to indicate advantages of leather for use in children's shoes, three of the four most frequent replies also topped the list when women cited advantages of leather for their own shoes. Among the advantages mentioned by mothers were durability, easy to polish, and nice appearance (74 percent, 46 percent, and 30 percent, respectively). When talking about their children's shoes, mothers were far more favorably disposed toward leather for providing proper support (45 percent) than were women in discussing leather's advantages for their own shoes (8 percent). At the same time, mothers were somewhat less inclined to comment favorably on their children's leather shoes for comfort and flexibility.

Women were somewhat more inclined to mention disadvantages of leather for children's shoes than for their own (64 percent versus 53 percent). The most frequently mentioned criticism was directed at leather's reported propensity for scuffing and scratching (30 percent). Half as many mothers said leather was expensive for children's shoes. Both of these criticisms were mentioned relatively more often in connection with children's shoes than with women's shoes. (Questions 58 and 59)

Desired Improvements in Leather

Mothers were asked to rate the relative importance of six potential improvements in leather for children's shoe uppers. Replies for both boys' and girls' shoes indicate that two factors--greater scuff resistance and better water proofing--commanded the greatest attention. This is consistent with women's feelings about their own shoes. The third factor that women thought important for their own shoes--greater flexibility and softness--appeared less so when mothers considered their children's shoes. As a matter of fact, this improvement was considered less important than the need for easier care or less shining. As noted previously when women were considering their own shoes, relatively few mothers mentioned greater resistance to perspiration damage and color fastness as important improvements. (Question 60)

Mothers who cited a particular improvement as important (1, 2, or 3 rating) were asked if they would be willing to spend an extra dollar for this improvement when buying shoes for their children. Between 8 and 9 mothers in 10 expressed such willingness. (Question 61)

Reasons for Buying Canvas or Cloth Shoes

Mothers who had bought canvas or cloth shoes for their children were asked to give their reasons for buying shoes with uppers of these materials. Replies tended to concentrate on a few central ideas: recreational use, convenience, economy, and benefits to the feet. Regarding the first point, two-thirds said canvas or cloth shoes were good for play, running, beachwear, etc., and about half that number mentioned their use for gym and athletics. Almost half claimed that these shoes are easy to take care of and can be washed. Besides the direct mention of the relative inexpensiveness of these shoes, some implied as much when claiming that canvas or cloth shoes saved wear on leather shoes. Some gave answers that might be regarded as indicating canvas or cloth is beneficial to the feet, such as perspiration resistance, easy on the foot, and light weight. (Question 57)

CLOTHING MADE OF REAL OR IMITATION LEATHER AND SUEDE

The remainder of this report is devoted to leather and leather substitutes used in clothing. Because of limitations imposed by the allotted interview time, fewer questions were asked about clothing than about shoes. Some questions were asked concerning ownership of leather and leather-like materials in clothing mainly to establish owner-nonowner groups for comparison when considering the attitude questions that followed.

Clothing Made from Real Leather or Suede

Men and women from the primary sample were first asked if they owned any clothing made mainly of real leather or real suede. Only one-third of the respondents replied affirmatively. In general, as the respondents' educational and income level increased, so did the percentage claiming to own garments made of leather or suede. On the other hand, as age increased, the proportion reporting ownership tended to decrease. Employed men, notably those with white-collar occupations, were more likely than unemployed men to indicate they owned these garments. (Question 36--Tabulation not shown.)

When asked about specific garments made of leather or suede, 7 owners in 10 said they owned jackets. Coats or car coats were the only other frequently reported items, having been reported by 3 or 4 owners in 10. When those owning such clothing were asked to name the material, roughly half said suede and half said other leather. (Questions 37 and 38--Tabulations not shown.)

Clothing Made from Imitation Leather or Suede

Relatively few respondents, 1 man in 10 and 2 women in 10, reported owning clothing made primarily of imitation leather or suede. As with real leather or suede, jackets were the overwhelming favorite for garments made from these materials; coats ran a distant second. (Questions 47 and 48--Tabulations not shown.)

When women were asked to name the material their imitation leather or suede jackets were made of, half could not do so. Among those who did name a specific material, vinyl was by far the most frequently mentioned. A similar pattern was found among the few men who claimed to own jackets made from imitation materials. (Question 50--Tabulation not shown.)

Advantages and Disadvantages of Regular Leather

All respondents from the primary sample, whether or not they owned real leather clothing, were asked to cite all the advantages and disadvantages they associated with this type of clothing. Results will be discussed comparing those who said they owned such clothing and those who said they did not.

When asked about advantages of real leather for use in clothing, a substantial proportion (3 in 10) of nonowners could think of none. Among those who did cite advantages, durability was mentioned most often, followed by warmth and stylishness. Among owners, men appeared more impressed than women with leather's purported warmth, protection from the elements, and (relatedly) its water resistance. Women owners cited reported ease of upkeep more than any other characteristic except durability. Major mentions include:

	Have leather clothes		Do not have leather clothes	
	Men	Women	Men	Women
	-----Percent---		----Percent----	
Long wearing; durable	52	54	37	32
Warmth	41	25	25	22
Looks good; stylish	34	37	20	23
Offers protection from weather	29	9	21	15
Water resistant; water proof	28	11	17	10
Easy to care for	26	44	12	14
None; don't know	6	5	28	32

(Question 39)

When respondents were asked to mention disadvantages of leather, about 4 in 10 could not think of any; among the disadvantages mentioned, none was reported very frequently. Some criticism was directed at the purported high expense of purchasing and cleaning leather clothing and at its limited usefulness because it was considered too warm to wear in mild weather. (Women owners were especially concerned with cleaning costs.) Some respondents also claimed leather is hard to care for and not flexible. The disadvantagea mentioned most often included:

	Have leather clothes		Do not have leather clothes	
	Men	Women	Men	Women
	-----Percent---		----Percent----	
Too warm in mild weather	14	7	19	10
Hard to keep clean	14	5	10	8
Expensive to buy	11	8	15	15
Not flexible	9	3	14	5
Expensive to clean	5	20	5	11
None; don't know	37	47	41	41

(Queation 40)

The proportions of respondents who offered no suggestion for improving leather in clothing ranged from almost 4 men owners in 10 to almost 6 women nonowners in 10. The only specific suggestion mentioned with any frequency was to make leather aofter or more flexible. A few also suggested lowering the price of leather clothing and making such clothing essier to care for. Suggestions most frequently offered are shown below:

	Have leather clothes		Do not have leather clothes	
	Men	Women	Men	Women
	----Percent----		----Percent----	
Make it more flexible, softer	14	7	19	10
Make it easier to clean	7	4	4	7
Make it less expensive	6	8	7	10
Make it crackproof	5	4	7	4
Make it more durable	5	4	4	3
Make it lighter weight	5	2	7	4
None; don't know	35	48	49	56

(Question 41)

Advantages and Disadvantages of Suede

When respondents were asked to name advantages they thought pertained to suede for use in clothing, about half of those not owning such clothing declined to mention any.

The overwhelming advantage of suede for clothing, according to those respondents who named any, is its stylishness and good looks. Almost 7 men and women owners in 10 and about 4 men and women nonowners in 10 mentioned this attribute. Interestingly, replies indicate that most respondents, whether owners or nonowners of suede clothing, did not think of suede as a durable material. Following are the advantages of suede clothing cited most frequently:

	Have suede clothes		Do not have suede clothes	
	Men	Women	Men	Women
	---Percent---		---Percent---	
Looks good; stylish	67	67	37	45
Warmth	24	18	9	13
Long wearing; durable	24	17	9	8
Flexible; moves with you	19	17	14	9
None; don't know	15	17	49	45

(Question 42)

Most respondents had relatively little trouble stating disadvantages of suede for use in clothing. Cleaning problems were by far the most frequently mentioned complaint. There was relatively little to differentiate owners and nonowners except that women owners were more likely to complain about the

expense of cleaning suede clothing, whereas men owners tended to complain a little more about the difficulty of keeping suede clean. The following disadvantsges were mentioned most often:

	Have suede clothes		Do not have suede clothes	
	Men	Women	Men	Women
	---Percent---		---Percent---	
Expensive to clean	36	49	27	34
Difficult to care for; hard to keep clean	32	20	28	24
It spots, stains	26	30	20	24
Soils easily	15	22	22	20
None; don't know	13	3	24	16

(Question 43)

Generslly, respondents' suggestions for improvement matched the complsints listed above, but not necessarily in the same order.

The major suggestions for improving suede for use in clothing were:

	Have suede clothes		Do not have suede clothes	
	Men	Women	Men	Women
	---Percent---		---Percent---	
Make it stain, spot resistant	33	24	21	28
Make it easier to clean, care for	25	24	19	18
Make it water resistant; water proof	17	9	9	10
Make it longer wearing; more durable	15	10	7	9
Make it less expensive to have cleaned	13	18	8	7
Trest or process to eliminate cleaning	11	18	5	7
None; don't know	19	18	44	37

(Question 44)

Feasibility of Washable Suede

To obtain some indication of consumers' opinions of the desirability of a washable suede material, the following question was asked of all respondents: "Suppose you could buy articles of clothing made of real suede which you could wash. Do you think that you would or would not buy any clothing made of washable suede?" A fairly large proportion, 4 out of 10 men and 6 out of 10 women, replied affirmatively. (Question 45) Not surprisingly, the reasons most often given for accepting this material were savings on dry cleaning bills and relative ease of upkeep. A general liking for suede was also mentioned frequently. (Question 46)

Among those who indicated they would not buy articles of washable suede, the most common reason offered (by about half the respondents) was a general dislike for suede itself. Other reasons seemed to express much the same idea when respondents gave specific comments, such as, "I'm too old to wear suede" (implying that suede is strictly for young people), "Suede is impractical for me," and, "Suede is not good looking." A few respondents alluded to a general disbelief that suede could be washed--"Suede would look worse after washing," and "Suede will still have to be dry cleaned." (Question 46)

CHILDREN'S CLOTHING MADE OF REAL OR IMITATION LEATHER AND SUEDE

As with shoes, mothers of children between 2 and 15 years of age were asked questions about their children's ownership of clothing made from real or synthetic leather and their own attitudes toward leather for this purpose.

Ownership of Clothing Made from Real or Imitation Leather and Suede

When mothers were asked if their children had any clothing made mainly of real leather or real suede, only about 2 in 10 replied affirmatively. This compares with roughly 3 in 10 when women were asked about their own clothing. A majority of the few mothers claiming their children owned clothing of leather or suede said these items were jackets. Some also mentioned coats. This is consistent with what women who owned leather or suede garments said they owned. (Questions 62 and 63--Tabulations not shown.)

About 3 mothers in 10 indicated that their children had some clothing made primarily of imitation leather or imitation suede. As with women owning such clothing, mothers indicated that these garments were mainly jackets. Raincoats and coats followed distantly. (Questions 71 and 72--Tabulations not shown.)

Advantages and Disadvantages of Regular Leather

When mothers were asked the advantages of leather in children's clothing, they were less inclined to mention any advantages than women in talking about their own clothing. Half said either they see no advantages or they do not

know of any advantage. The advantage mentioned most often by 1 mother in 4 was durability. Other advantages mentioned with some frequency were purported warmth, easy maintenance, and good looks. These advantages paralleled those offered by women considering leather for their own clothing. (Question 65)

The disadvantages most often mentioned were related to practicality. Nearly 4 out of 10 mothers felt that leather clothing is too expensive for children, and 2 in 10 indicated that children outgrow these articles too fast for them to be practical. Some also said that leather tears easily and that it cannot be easily mended or altered. The only suggestion mentioned to any extent for improving leather in children's clothing was to make leather clothing less expensive--a suggestion deemed more important by mothers than by women considering improvements in leather for their own clothing. (Questions 66 and 67)

Advantages and Disadvantages of Suede

About 7 mothers in 10 either claimed that suede is of no advantage when used in children's clothing, or they could not think of any advantage. Women, whether or not they owned suede clothing, were more likely to specify advantages of suede in talking about their own garments. The only favorable reply mentioned somewhat often (by 2 in 10) was that suede looks good and is stylish. Women were far more likely to mention this alleged attribute when considering advantages of suede for their own clothing. (Question 68)

Mothers had no difficulty citing disadvantages of suede, many of which were similar to those expressed by women when discussing suede for their own clothing. These generally concerned cost--"Suede is not a good buy for children," "Suede is expensive to buy," and "Suede is expensive to clean"; problems with keeping suede clean--"Suede soils easily," and "Suede spots and stains"; and characteristics of the material considered by many to be inferior--"Suede is not durable," and "Suede scuffs and scratches". (Question 69) The improvements mothers suggested were related to the disadvantages of suede just mentioned. Almost half said that they would like to have a product they could clean themselves. This supports an earlier finding about the potential for washable suede. Other improvements suggested with some frequency included making suede stain resistant and less expensive. (Question 70) Women, in discussing improvements in suede for their own clothing, were not as inclined to mention home cleaning of suede or to mention lowering the initial price of suede garments. (Questions 69 and 70)

APPENDIX

The Sample

Sample design--The survey uaed the area probability method of sampling. The univerae was the Pennaylvania portion of the Philadelphia Standard Metropolitan Statiatical Area (SMSA). It was comprised of two stratified interpenetrating matched samplea aelected at random. The probability method waa uaed in all phasea of the selection processa from the choice of the original primary aampling unit (PSU) to the aelection of the particular sample household and respondent.

From an array of PSU's arranged by community aize and geographic location, two matched seta of 50 primary sampling unita were randomly aelected. Within each PSU, two workloada of eight dwelling unita (average of five eligible houaeholda) were selected at random. Each of the two aamples waa repreaentative of the universe of dwelling unita with all houaeholda having a known chance of selection. The particular reapondent to be aampled was aelected in the following manner: all persons in the household 16 years of age and over were liated in deacending order of age and the aelection of the aample reapondent(a) waa made by means of a predesignated random aelection device.

Sampling tolerancea--To aid in interpreting resulta, the following table is provided to indicate the approximate magnitude of random error due to aampling:

Approximate aampling tolerancea (95 in 100 confidence level)

For percentagea around--	Number of interviews on which a percentage is based			
	500	200	100	50
	Percent			
50	5	7	10	14
40 or 60	5	7	10	14
30 or 70	4	6	10	12
20 or 80	4	5	8	10
10 or 90	3	4	6	9

The chances sre approximately 95 in 100 that the survey result does not vary, plus or minus, by more than the indicated amount from the reault that would have been obtained had the aame procedurea been used to interview all peraona 16 years or older in the Philadelphia SMSA. For example, about 42 percent of the 469 men in the primary sample claimed to be familiar with Corfam ahoea. The chsncea are 95 in 100 that, had all men in the Philadelphia SMSA been interviewed, the result would have been between 37 and 47 percent.

For subgroups of the sample, the possible variation is larger than for the total sample because the number of interviews was smaller. For instance, when the 196 women who said they were aware of Corfam shoes were asked to name advantages of these shoes, 47 percent mentioned easier care. The chances are approximately 95 in 100 that if all women familiar with Corfam shoes in the Philadelphia SMSA had been interviewed, between 40 and 54 percent would have mentioned this advantage.

Recovery rates--At least three callbacks were made to all respondents. Successive callbacks were made on different days of the week and during different hours of the day to maximize the opportunity for reaching the sample respondents. Information on completion of assigned interviews is as follows:

Recovery of assigned interviews for primary sample

Total assigned dwelling units		1,327
Vacant	73	
Total occupied dwelling units		1,254
No one ever home	78	
Respondents unavailable during interviewing period (ill, vacation, aenile, etc.)	61	
Refused	119	
Completed interviews		996
Men	469	
Women	527	

Question 1: Please tell me whether or not you own (dress or street shoes, casual shoes, sports shoes or special purpose shoes) (heels, walking or casual shoes, special purpose shoes, sports shoes or boots)? 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Own:		
Dress or street shoes/heels	97	96
Casual/walking or casual shoes	64	89
Sports shoes	35	31
Special purpose shoes	53	14
Boots	**	62
Number of cases	469	527

Question 2: Did you purchase any (dress or street shoes, casual shoes, sports shoes or special purpose shoes) (heels, walking or casual shoes, special purpose shoes, sports shoes or boots) in the past two years? Asked of respondents who own each type of shoe. 1/

	Respondents from primary sample			
	Men		Women	
	Cases Number	Percent	Cases Number	Percent
Type of shoe purchased in past two years:				
Dress or street shoes/heels	454	88	505	88
Casual/walking or casual shoes	300	77	469	92
Sports shoes	162	67	162	72
Special purpose shoes	247	73	74	73
Boots	**	**	328	64

1/Percentages add to more than 100 because some respondents gave more than one reply.

**Not asked of men.

Question 3: During the last two years, how many pairs of (dress or street shoes, casual shoes), did you purchase? Asked of respondents who purchased each type of shoe in the past two years.

	Dress or street shoes/heels	
	Respondents from primary sample	
	Men	Women
	Percent	
One or two pairs	60	35
Three or four pairs	28	36
Five or more pairs	12	28
Don't know	-	1
Number of cases	397	444

	Casual/walking or casual shoes	
	Respondents from primary sample	
	Men	Women
	Percent	
One or two pairs	80	41
Three or four pairs	14	28
Five or more pairs	5	29
Don't know	1	2
Number of cases	231	430

Question 3: During the last two years, how many pairs of boots did you purchase? Asked of women who purchased boots in the past two years. (Continued)

	Boots
	Women from primary sample
One or two pairs	91
Three or four pairs	4
Five or more pairs	1
Don't know	4
Number of cases	209

Question 3: During the last two years, how many pairs of (special purpose shoes, sports shoes) did you purchase? Asked of respondents who purchased each type of shoe in the past two years. (Continued)

	Sports shoes	
	Respondents from primary sample	
	Men	Women
	Percent	
One or two pairs	83	68
Three or four pairs	14	21
Five or more pairs	3	7
Don't know	-	4
Number of cases	108	116

	Special purpose shoes	
	Respondents from primary sample	
	Men	Women
	Percent	
One or two pairs	70	67
Three or four pairs	22	22
Five or more pairs	5	7
Don't know	3	4
Number of cases	180	54

-Zero in this sample.

Question 6: What qualities do you think are most important when considering a new pair of (type worn most often or only type worn)? 1/

	Respondents from primary sample					
	Type of shoe worn most often					
	Dress or street shoes/heels		Casual/casual or walking shoes		Special purpose shoes	
	Men	Women	Men	Women	Men	Women
	Percent					
Comfort	52	56	55	66	45	*
Fit; correct size or width	39	38	26	35	26	*
Style; design	33	28	33	32	10	*
Good quality leather	29	27	12	18	27	*
Long wearing; durable	28	18	19	20	35	*
Flexibility; softness	24	33	25	25	18	*
Good appearance; not cheap looking	21	20	23	19	7	*
Soles, heels, and lining of a preferred type of construction	19	25	30	25	33	*
Sturdy; strong; well-made	16	10	18	12	33	*
Good material; quality (unspecified)	11	12	10	5	13	*
Good support for foot, arch, instep	10	12	13	19	24	*
Can be shined; polished	7	2	2	3	1	*
Price; best buy	4	4	6	6	2	*
Available in preferred color	3	6	8	5	-	*
All other qualities	10	8	6	6	26	*
Don't know	1	2	2	-	1	*
Number of cases	280	128	93	363	96	

1/Percentages add to more than 100 because some respondents gave more than one reply.
*Too few cases for analysis.
-Zero in this sample.

Question 9: What do you think are the advantages of leather compsred with materials other than leather used in the upper parts of shoes? 1/

	Respondents from primary sample	
	Men	Women
	-----Percent----	
Long wearing; durable	63	61
Can be shined; polished	37	49
Good looking	26	25
More comfort; easier on feet	17	19
Flexible; soft	16	18
Breathes; feet don't perspire	12	8
Better constructed; sturdier	12	6
Proper support; keeps feet firm	11	8
Water resistant; water proof	11	11
Keeps its shape better	8	11
Fit is better; correct	3	5
All other advantages	17	16
None; Don't know	4	2
Number of cases	469	527

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 10: And what would you say are the disadvantages of leather compared with materials other than leather used in the upper parts of shoes? 1/

	Respondents from primary sample	
	Men	Women
	-----Percent----	
Not water resistant; water proof	14	10
Scratches; scuffs easily	12	17
Cracks; peels	11	9
Doesn't keep shine	9	9
Doesn't breathe; feet perspire	6	6
Not as flexible; soft	5	3
Not as comfortable	3	1
Not as long wearing; dursble	3	2
Expensive	2	4
All other disadvantages	12	10
None; Don't know	54	53
Number of cases	469	527

1/Percentsges sdd to more than 100 because some respondents gave more than one reply.

Question 11: Here is a scale card marked 1 for "Very Important" at one end and 7 for "Not at all Important" at the other end with numbers in between. Suppose you were working on the improvement of leather for the upper parts of shoes. How important would you say "Better water proofing" is as an improvement in leather for your own shoes? Just pick a number that comes closest to how you feel. Now, how about...? (EACH IMPROVEMENT LISTED) Asked of men.

Improvements	Number selected							Total	Average rating
	1	2	3	4	5	6	7		
	Percent								Number
Better water proofing	46	16	11	9	8	4	6	100	2.5
Greater resistance to perspiration damage	34	13	8	17	10	8	9	100	3.2
Easier care/less need for shining	36	15	13	16	8	5	7	100	2.9
Greater flexibility/softness	46	11	12	14	7	4	5	100	2.6
More color fast	18	7	11	19	14	12	19	100	4.2
Greater scuff resistance	42	14	12	12	7	5	7	100	2.7

Number of cases -- 469

Question 11: Here is a scale card marked 1 for "Very Important" at one end and 7 for "Not at all Important" at the other end with numbers in between. Suppose you were working on the improvement of leather for the upper parts of shoes. How important would you say "Better water proofing" is as an improvement in leather for your own shoes? Just pick a number that comes closest to how you feel. Now, how about...? (EACH IMPROVEMENT LISTED) Asked of women.

Improvements	Number selected							Total	Average rating
	1	2	3	4	5	6	7		
	Percent								Number
Better water proofing	43	14	13	11	9	4	5	100	2.6
Greater resistance to perspiration damage	28	13	11	15	10	10	12	100	3.4
Easier care/less need for shining	36	17	12	13	9	7	6	100	2.9
Greater flexibility/softness	50	14	9	12	6	3	6	100	2.4
More color fast	22	10	10	17	14	10	16	100	3.9
Greater scuff resistance	49	15	13	9	4	4	6	100	2.4

Number of cases -- 527

Queation 12: Would you or wouldn't you be willing to pay $1.00 more per pair for your own ahoes with (better water proofing)? Aaked of reapondenta who conaidered improvement important (1, 2, or 3 rating in Question 11).

	Respondenta who conaider better water proofing:							
	Very important		Quite important		Somewhat important		Total	
	Men	Women	Men	Women	Men	Women	Men	Women
	Percent							
Yea	92	94	92	88	91	80	92	90
No	8	6	8	12	9	20	8	10
Number of caaes	216	227	76	73	53	71	345	371

Question 12: Would you or wouldn't you be willing to pay $1.00 more per pair for your own ahoes with (greater reaistance to perspiration damage)? Aaked of reapondenta who conaidered improvement important (1, 2, or 3 rating in Queation 11).

	Reapondenta who conaider greater reaistance to perspiration damage:							
	Very important		Quite important		Somewhat important		Total	
	Men	Women	Men	Women	Men	Women	Men	Women
	Percent							
Yea	94	94	89	82	*	67	91	85
No	6	6	11	18	*	33	9	15
Number of caaes	160	149	63	66	*	58	261	273

*Too few csaea for analysis.

Question 12: Would you or wouldn't you be willing to pay $1.00 more per pair for your own shoes with (easier care/less need for shining)? Asked of respondents who considered improvement important (1, 2, or 3 rating in Question 11).

	Reapondents who consider easier care/less need for shining:							
	Very important		Quite important		Somewhat important		Total	
	Men	Women	Men	Women	Men	Women	Men	Women
	Percent							
Yes	92	87	85	81	80	69	88	82
No	8	13	15	19	20	31	12	18
Number of caaes	170	188	68	90	60	61	298	339

Question 12: Would you or wouldn't you be willing to pay $1.00 more per pair for your own shoes with (greater flexibility/softness)? Asked of respondents who considered improvement important (1, 2, or 3 rating in Question 11).

	Respondents who consider greater flexibility/softness:							
	Very importsnt		Quite important		Somewhat important		Total	
	Men	Women	Men	Women	Men	Women	Men	Women
	Percent							
Yes	94	94	85	89	75	69	89	90
No	6	6	15	11	25	31	11	10
Number of casea	215	261	54	74	59	48	328	383

Question 12: Would you or wouldn't you be willing to pay $1.00 more per pair for your own shoes with (more color fast leather)? Asked of respondents who considered improvement important (1, 2, or 3 rating in Question 11).

	Respondents who consider more color fast leather:							
	Very important		Quite important		Somewhat important		Total	
	Men	Women	Men	Women	Men	Women	Men	Women
	Percent							
Yes	84	89	*	78	69	68	79	81
No	16	11	*	22	31	32	21	19
Number of cases	85	115	*	51	48	53	166	219

Question 12: Would you or wouldn't you be willing to pay $1.00 more per pair for your own shoes with (greater scuff resistance)? Asked of respondents who considered improvement important (1, 2, or 3 rating in Question 11).

	Respondents who consider greater scuff resistance:							
	Very important		Quite important		Somewhat important		Total	
	Men	Women	Men	Women	Men	Women	Men	Women
	Percent							
Yes	93	95	91	83	89	78	92	90
No	7	5	9	17	11	22	8	10
Number of cases	198	260	66	78	57	68	321	406

*Too few caaes for analysis.

Question 13: What do you think are the advantages of canvas or cloth compared with other materials used in the upper parts of casual shoes? 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Can be washed; easy to take care of	21	41
Better for sports; relaxing	21	11
Lighter in weight	21	11
More comfort; easier on feet	20	23
Breathes; feet don't perspire	19	17
Flexible; soft	18	16
Economical	11	11
Colors; variety	1	4
All other advantages	8	10
No advantages	20	19
Don't know	10	10
Number of cases	469	527

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 14: And what do you think are the disadvantages of canvas or cloth compared with other materials used in the upper parts of casual shoes? 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Not as long wearing; durable	31	30
Doesn't give sufficient support	23	17
Not water resistant; water proof	20	13
Rips; tears	13	18
Doesn't look nice; cheap looking	12	11
Doesn't breathe; feet perspire	7	16
Doesn't keep shape; stretches	6	7
Not well constructed; not sturdy	6	5
Doesn't protect foot	6	2
Stains; soils easily	5	6
Hard to clean; care for	4	5
Not as comfortable	4	3
Colors fade; shoes discolor	2	5
Just don't like them	1	1
Not as flexible; soft	*	1
All other disadvantages	18	18
None; Don't know	9	12
Number of cases	469	527

1/Percentages add to more than 100 because some respondents gave more than one reply.
*Less than 1 percent.

Question 15: Still thinking about the uppers of the casual shoes you now have, are any of them made of canvas or cloth? Asked of respondents who own casual shoes.

	Respondents from primary sample	
	Men	Women
	Percent	
Yes	50	54
No	50	46
Number of cases	300	469

Question 16: (Brief explanation) Have you heard of Corfam or not? (If "No", or "Don't know"; a further explanation followed)
Question 17: Does this material sound familiar to you now or not?

	Men					
	Cases	Have heard of Corfam (Q. 16): (Q. 17)		Total awareness	Have not heard of Corfam	Total
	-Number-	-Percent-				
Primary sample total:	469	38	4	42	58	100
Family income group:						
Lower	143	23	5	28	72	100
Middle	184	36	6	42	58	100
Upper	113	59	1	60	40	100
Age:						
Under 35 years	148	36	6	42	58	100
35 to 49 years	139	45	7	52	48	100
50 years and over	182	34	1	35	65	100
Education:						
Grade school or less	98	20	4	24	76	100
Some high school	116	23	7	30	70	100
Completed high school	145	39	4	43	57	100
College, some or completed	109	67	2	69	31	100
Employment:						
Employed	362	42	4	46	54	100
White-collar	175	58	4	62	38	100
Blue-collar	185	26	5	31	69	100
Not employed	107	25	4	29	71	100

Question 16: (Brief explanation) Have you heard of Corfam or not? (If "No" or "Don't know"; a further explanation followed)
Question 17: Does this material sound familiar to you now or not?

	Women					
	Cases	Have heard of Corfam (Q. 16)	(Q. 17)	Total awareness	Have not heard of Corfam	Total
	-Number-			-Percent-		
Primary sample total:	527	34	3	37	63	100
Family income group:						
Lower	174	20	1	21	79	100
Middle	198	37	3	40	60	100
Upper	115	50	5	55	45	100
Age:						
Under 35 years	188	28	3	31	69	100
35 to 49 years	164	38	5	43	57	100
50 years and over	174	38	1	39	61	100
Education:						
Grade school or less	85	13	-	13	87	100
Some high school	124	25	6	31	69	100
Completed high school	247	39	2	41	59	100
College, some or completed	68	62	4	68	34	100
Employment:						
Employed	126	37	3	40	60	100
Not employed	401	33	3	36	64	100

-Zero in this sample.

Question 19: What do you think are the advantages of Corfam compared with other materials used in the upper parts of shoes? Asked of respondents who had heard of Corfam. 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Keeps shine; easier to take care of...	53	47
Longer wearing; durable.....	25	29
Water resistant; water proof.....	25	19
Scuff resistant.....	22	22
Flexible; soft.....	14	16
More comfort; easier on feet.....	14	13
Good appearance; looks new.....	13	20
Keeps its shape better.....	7	13
Breathes; feet don't perspire.....	6	5
Lighter in weight.....	4	2
Fit is better, correct.....	3	3
Color fast.....	2	1
All other advantages.....	16	14
No advantages.....	6	3
Don't know.....	22	23
Number of cases.....	198	196

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 20: And what would you say are the disadvantages of Corfam compared with other materials used in the upper parts of shoes? Asked of respondents who had heard of Corfam. 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Doesn't breathe; feet perspire.....	15	11
Expensive.....	9	8
Not as flexible; soft.....	6	8
Cracks; peels.....	3	2
Not as long wearing; durable.....	3	1
Not as comfortable.....	3	2
Doesn't take polish.....	2	2
All other disadvantages.....	15	8
No disadvantages.....	23	33
Don't know.....	39	35
Number of cases.....	198	196

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 27: What do you like most about your Corfam shoes? Asked of respondents who own Corfam shoes. 1/

	Total Corfam owners including supplementary sample	
	Men	Women
	Percent	
Keep their shine; easy to clean.....	68	65
Comfortable; easy on feet.....	33	46
Scuff resistant.....	16	23
Good looking.....	13	26
Water resistant.....	13	6
Maintain their appearance.....	12	19
Flexible; soft.....	11	15
Maintain their shape better.....	10	21
Long wearing; durable.....	8	11
Light in weight.....	8	3
Fit is correct.....	7	5
Like the styles.....	3	10
All other things liked.....	14	20
Nothing liked.....	10	-
Number of cases.....	104	112

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 30: Why do you say that? Asked of respondents who said they would buy another pair of Corfam shoes. 1/

	Total Corfam owners including supplementary sample	
	Men	Women
	Percent	
Keep their shine; easy to clean.....	55	39
Comfortable; easy on feet.....	36	35
Long wearing; durable.....	23	27
Good looking.....	17	25
Water resistant.....	17	3
Flexible; soft.....	13	10
Scuff resistant.....	12	18
Maintain their appearance.....	12	17
Available in preferred styles.....	7	12
Maintain their shape.....	4	16
Light in weight.....	4	3
Available in preferred colors.....	3	5
Just like them.....	12	6
All other reasons.....	20	22
Number of cases.....	69	99

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 31: Have you or haven't you heard of shoe uppers made of synthetic or man-made materials (other than Corfam) such as vinyl?

	Men				
	Cases	Yes	No	Not ascertained	Total
	-Number-	----------	Percent	----------	
Primary sample total:	469	51	46	3	100
Family income group:					
Lower	143	42	56	2	100
Middle	184	55	42	3	100
Upper	113	55	43	2	100
Age:					
Under 35 years	148	56	43	1	100
35 - 49 years	139	59	39	2	100
50 years and over	182	41	55	4	100
Education:					
Grade school or less	98	43	53	4	100
Some high school	116	58	40	2	100
Completed high school	145	50	47	3	100
College, some or completed	109	54	44	2	100
Employment:					
Employed	362	55	43	2	100
White-collar	175	56	42	2	100
Blue-collar	185	54	43	3	100
Not employed	107	39	58	3	100

Question 31: Have you or haven't you heard of shoe uppers made of synthetic or man-made materials (other than Corfam) such as vinyl?

	Women				
	Cases	Yes	No	Not ascertained	Total
	-Number-	-Percent-			
Primary sample total:	527	66	31	3	100
Family income group:					
Lower	174	59	38	3	100
Middle	198	67	29	4	100
Upper	115	73	24	3	100
Age:					
Under 35 years	188	75	21	4	100
35 - 49 years	164	72	26	2	100
50 years and over	174	50	46	4	100
Education:					
Grade school or less	85	52	46	2	100
Some high school	124	67	28	5	100
Completed high school	247	69	28	3	100
College, some or completed	68	72	24	4	100
Employment:					
Employed	126	69	29	2	100
Not employed	401	65	31	4	100

Question 32: What do you think are the advantages of synthetic or man-made materials (other than Corfam) compared with other materials used in the upper parts of shoes? Asked of respondents who had heard of other synthetics or man-made materials. 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Less expensive	24	28
Keeps shine; easier to clean	15	18
Long wearing; more durable	10	9
Water resistant; water proof	8	6
Good looking	5	5
Scuff resistant	4	5
More comfort; easy on feet	3	3
Available in preferred colors	1	8
Available in preferred styles	*	4
All other advantages	14	8
No advantages	23	22
Don't know	23	23
Number of cases	240	347

1/Percentages add to more than 100 because some respondents gave more than one reply.
*Less than 1 percent.

Question 33: And what would you say are the disadvantages of synthetic or man-made materials (other than Corfam) compared with other materials used in the upper parts of shoes? Asked of reapondents who had heard of other synthetic or man-made materials. 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Not as long wearing; durable	30	33
Doesn't breathe; feet perspire	18	19
Leather looks nicer	16	16
Cracks; peels	16	15
Won't take polish; shine	7	6
Doesn't keep shape; stretches	7	6
Not well constructed; not sturdy	7	10
Not as comfortable	6	7
Not as soft; flexible	5	10
Easily scuffed; scratched	5	3
Not water resistant; water proof	4	2
Doesn't give aufficient support	3	3
Colors fade; shoes discolor	2	2
All other disadvantages	19	12
No disadvantages	5	9
Don't know	23	19
Number of cases	240	347

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 34: Do you, yourself, now have any sport shoes of these synthetic or man-made materials? How about boots? Asked of respondents who had heard of shoe uppers made of other synthetic or man-made materials.

	Respondents from primary sample	
	Men	Women
	Percent	
Sport shoes:		
Yes	5	11
No	92	85
Don't know	3	4
Boots:		
Yes	7	17
No	90	79
Don't know	3	4
Number of cases	240	347

Question 35: Please pick the statements on the card which you think best describe regular leather shoes. 1/

	Respondents from primary sample		Total Corfam owners including supplementary sample	
	Men	Women	Men	Women
	Percent			
Regular leather shoes:				
Comes in attractive colors	43	62	47	73
Comes in unattractive colors	3	2	6	1
Does not need breaking in	28	31	30	22
Needs breaking in	22	20	31	31
Comes in attractive styles	54	65	69	71
Comes in unattractive styles	2	3	2	1
Easy to care for	61	67	28	39
Hard to care for	10	4	39	19
A good buy for the money	62	64	63	60
A poor buy for the money	3	1	3	-
Water resistant	28	24	15	10
Not water resistant	23	18	42	37
Scuff and scratch resistant	15	14	9	7
Not scuff and scratch resistant	26	31	52	55
Lasts a long time	74	72	71	61
Lasts a short time	3	4	10	7
Fits well	63	68	69	65
Fits poorly	2	2	3	3
Tear and puncture resistant	22	21	20	16
Not tear and puncture resistant	10	9	9	15
Stain resistant	18	23	14	6
Not stain resistant	13	11	24	26

(Continued)

1/Percentages add to more than 100 because some respondents gave more than one reply.

-Zero in this sample.

Question 35: Please pick the statements on the card which you think best describe regular leather shoes. 1/

	Respondents from primary sample		Total Corfam owners including supplementary sample	
	Men	Women	Men	Women
	Percent			
Regular leather shoes:				
Flexible and pliable	46	60	61	63
Not flexible and pliable	6	2	12	4
Gives good support	79	76	81	76
Gives poor support	1	3	6	2
Looks good for a long time	65	63	49	46
Looks good for a short time	5	4	17	13
Does not have to be fitted carefully	11	9	12	5
Has to be fitted carefully	23	24	26	32
Comfortable in hot weather	41	36	38	38
Uncomfortable in hot weather	11	9	18	10
Inexpensive	12	19	16	10
Expensive	30	26	43	38
Comes in a variety of colors	24	43	28	50
Does not come in a variety of colors	7	4	9	3
Expensive looking	50	55	66	63
Cheap looking	2	1	4	-
Shines well	79	74	69	62
Doesn't shine well	3	1	9	3
Number of cases	469	527	104	112

1/Percentages add to more than 100 because some respondents gave more than one reply.
-Zero in this sample.

Queation 35: Pleaae pick the statementa on the card which you think beat deacribe ahoea made of Corfam. Asked of reapondenta who had heard of Corfam. 1/

	Reapondenta from primary aample		Total Corfam ownera including supplementary aample	
	Men	Women	Men	Women
	Percent			
Corfam ahoea:				
Comes in attractive colors	21	33	32	47
Comea in unattractive colors	2	2	9	2
Doea not need breaking in	24	24	47	45
Needa breaking in	8	4	17	4
Comea in attractive atyles	24	35	54	60
Comes in unattractive styles	3	2	7	3
Eaay to care for	60	56	84	84
Hard to care for	2	*	2	-
A good buy for the money	23	30	53	57
A poor buy for the money	10	2	14	4
Water reaistant	46	37	71	60
Not water reaiatant	1	2	6	*
Scuff and acratch reaistant	46	45	76	74
Not acuff and acratch reaiatant	4	6	7	8
Laats a long time	35	41	52	62
Lasta a short time	6	3	9	2
Fits well	26	26	53	65
Fita poorly	3	3	7	4
Tear and puncture reaistant	20	13	20	26
Not tear and puncture reaiatant	4	4	12	4
Stain reaiatant	34	31	56	46
Not atain reaiatant	2	2	2	2

(Continued)

1/Percentages add to more than 100 because aome reapondenta gave more than one reply.

*Less than 1 percent.

-Zero in thia aample.

Question 35: Please pick the statements on the card which you think best describe shoes made of Corfam. Asked of respondents who had heard of Corfam. 1/

	Respondents from primary sample		Total Corfam owners including supplementary sample	
	Men	Women	Men	Women
	Percent			
Corfam shoes:				
Flexible and pliable	31	31	50	51
Not flexible and pliable	5	6	7	6
Gives good support	27	28	60	66
Gives poor support	3	3	7	2
Looks good for a long time	36	38	67	70
Looks good for a short time	4	2	7	*
Does not have to be fitted carefully	4	3	11	8
Has to be fitted carefully	14	14	32	23
Comfortable in hot weather	15	15	31	38
Uncomfortable in hot weather	16	7	23	11
Inexpensive	7	5	12	6
Expensive	27	28	49	37
Comes in a variety of colors	14	26	18	33
Does not come in a variety of colors	5	2	10	4
Expensive looking	29	31	65	57
Cheap looking	6	2	7	1
Shines well	33	29	53	45
Doesn't shine well	3	1	8	1
Number of cases	198	196	104	112

1/Percentages add to more than 100 because some respondents gave more than one reply.

*Less than 1 percent.

Question 35: Please pick the statements on the card which you think best describe other synthetic or man-made materials in shoes. Asked of respondents who had heard of shoe uppers made of other synthetic or man-made materials. 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Synthetic or man-made materials:		
Comes in attractive colors	29	45
Comes in unattractive colors	7	5
Does not need breaking in	15	13
Needs breaking in	17	21
Comes in attractive styles	18	34
Comes in unattractive styles	6	6
Easy to care for	31	30
Hard to care for	12	11
A good buy for the money	14	15
A poor buy for the money	32	31
Water resistant	22	17
Not water resistant	19	19
Scuff and scratch resistant	18	13
Not scuff and scratch resistant	16	17
Lasts a long time	8	11
Lasts a short time	39	35
Fits well	9	13
Fits poorly	18	17
Tear and puncture resistant	6	5
Not tear and puncture resistant	20	19
Stain resistant	17	18
Not stain resistant	8	8
Flexible and pliable	16	15
Not flexible and plisble	18	20

(Continued)

ages add to more than 100 because some respondents gave more than

Question 35: Please pick the ststements on the card which you think best describe other synthetic or man-made materials in shoes. Asked of respondents who had heard of shoe uppera made of other synthetic or man-made materials. 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Synthetic or man-made materials:		
Looks good for a long time	7	9
Looks good for a short time	31	27
Does not have to be fitted carefully	7	7
Has to be fitted carefully	16	17
Comfortable in hot weather	8	11
Uncomfortable in hot weather	32	28
Inexpensive	37	42
Expensive	5	7
Comes in a variety of colors	23	37
Does not come in a variety of colors	4	2
Expensive looking	7	9
Cheap looking	42	36
Shines well	14	16
Doesn't shine well	15	14
Number of cases	240	347

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 39: What do you think are the advantages of leather clothing. 1/

	Have leather clothes		Do not have leather clothes	
	Men	Women	Men	Women
	Percent			
Long wearing; durable	52	54	37	32
Warmth	41	25	25	22
Looks good; stylish	34	37	20	23
Offers protection from weather (not further specified)	29	9	21	15
Water resistant; water proof	28	11	17	10
Easy to care for	26	44	12	14
Comfortable; feels good to wear	8	11	2	2
Style doesn't change	3	8	2	2
Flexible; moves with you	1	10	2	4
All other advantages	18	18	10	10
None; Don't know	6	5	28	32
Number of cases	87	106	382	421

1/Percentages add to more than 100 because some respondents gave more than one reply.

Queation 40: What do you think are the disadvantages of leather clothing? 1/

	Respondents from primary sample			
	Have leather clothes		Do not have leather clothes	
	Men	Women	Men	Women
	Percent			
Too warm in mild weather	14	7	19	10
Hard to keep clean	14	5	10	8
Expenaive to buy	11	8	15	15
Not flexible	9	3	14	5
Not warm in cold weather	7	4	4	7
Cannot be mended; altered	7	4	5	5
Expensive to clean	5	20	5	11
It acuffs, marks, scratchea	5	4	4	3
Hot; cauaea perapiration	5	3	3	4
Not as long wearing; durable	3	6	2	4
Cold to the touch	1	3	2	3
Doean't look neat; styliah	-	3	7	10
Must be dry cleaned profeasionally	-	1	1	3
All other disadvantages	26	20	22	24
None; Don't know	37	47	41	41
Number of caaea	87	106	382	421

1/Percentagea add to more than 100 becauae aome respondents gave more than one reply.

-Zero in thia aample.

Question 41: In what ways do you think leather could be improved for use in clothing? 1/

	Respondents from primary sample			
	Have leather clothes		Do not have leather clothes	
	Men	Women	Men	Women
	Percent			
Make it more flexible; softer	14	7	19	10
Make it easier to clean	7	4	4	7
Make it less expensive	6	8	7	10
Make it crackproof	5	4	7	4
Make it more durable	5	4	4	3
Make it lighter weight	5	2	7	4
Treat or process to eliminate cleaning	5	1	1	1
Make it scuff, mark, scratch resistant	3	7	4	3
Make it stain, spot resistant	1	3	2	3
All other improvements	34	25	16	14
None; Don't know	35	48	49	56
Number of cases	87	106	382	421

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 42: What do you think are the advantages of suede in clothing? 1/

	Have suede clothes		Do not have suede clothes	
	Men	Women	Men	Women
	Percent			
Looks good; stylish	67	67	37	45
Warmth	24	18	9	13
Long wearing; durable	24	17	9	8
Flexible; moves with you	19	17	14	9
Comfortable; feels good to wear	7	9	2	3
Style doesn't change	1	5	2	1
All other advantages	29	18	14	13
None; Don't know	15	17	49	45
Number of cases	84	87	385	440

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 43: And what do you think are the disadvantages of suede in clothing. 1/

	Respondents from primary sample			
	Have suede clothes		Do not have suede clothes	
	Men	Women	Men	Women
	Percent			
Expensive to clean	36	49	27	34
Difficult to care for; hard to keep clean	32	20	28	24
It spots, stains	26	30	20	24
Soils easily	15	22	22	20
Not water resistant; water proof	15	15	15	15
Sheds; comes off on other clothing	13	14	6	8
Not as long wearing; durable	12	17	10	14
Expensive to buy	11	8	11	11
It scuffs, marks, scratches	10	17	7	13
Dry cleaning doesn't remove marks, creases	6	13	5	11
Must be dry clesned professionally	5	6	4	4
Cannot be mended; altered	2	1	1	2
Doesn't look neat; don't like the look	1	1	6	5
All other disadvantages	33	29	17	18
None; Don't know	13	3	24	16
Number of cases	84	87	385	440

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 44: In what ways do you think suede could be improved for use in clothing? 1/

	Respondents from primary sample			
	Have suede clothes		Do not have suede clothes	
	Men	Women	Men	Women
	Percent			
Make it stain, spot resistant	33	24	21	28
Make it easier to clean; care for	25	24	19	18
Make it water resistant; water proof	17	9	9	10
Make it longer wearing; more durable	15	10	7	9
Make it less expensive to have cleaned	13	18	8	7
Treat or process to eliminate cleaning	11	18	5	7
Make it less expensive to buy	6	3	5	6
Stop the shedding and linting	5	6	4	3
Make it flexible; softer	2	2	2	1
All other improvements	18	22	13	12
None; Don't know	19	18	44	37
Number of cases	84	87	385	440

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 45: Suppose you could buy articles of clothing made of real suede which you could wash. Do you think that you would or would not buy any clothing made of washable suede?

	Respondents from primary sample	
	Men	Women
	Percent	
Yes, would buy	44	61
No, would not buy	43	33
Don't know	13	6
Number of cases	469	527

Question 46: Why do you say that? Asked of respondents who said they would buy clothing made of washable suede. 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Save on dry cleaning bills	41	41
Would be easier to clean; care for	38	37
I like suede; it looks good	30	39
Could afford it because of no upkeep	19	20
Would not worry about spots	6	7
Nice change from regular material	2	3
All other reasons	36	23
Number of cases	208	320

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 46: Why do you say that? Asked of respondents who said they would not buy clothing made of washable suede. 1/

	Respondents from primary sample	
	Men	Women
	Percent	
Dislike for suede:		
Don't like suede; doesn't appeal to me	48	45
Too old for suede; suede is for young people	13	19
Suede impractical for me	13	10
Suede not good looking; don't like the look	8	5
Too heavy for suede	-	2
Disbelief in method:		
Suede would look bad, worse after washing	13	16
Must be proven washable	5	10
Suede must be dry cleaned professionally	4	3
Suede will still have to be dry cleaned	4	5
Not durable; would not endure washing	2	6
All other reasons	23	23
Don't know	1	1
Number of cases	203	177

1/Percentages add to more than 100 because some respondents gave more than one reply.
-Zero in this sample.

Question 54: During the last 12 months, how many pairs of shoes for your (age of child) year old son did you purchase? Asked of mothers who have sons 2-15 years of age.

	Women from primary sample			
	Age of sons			
	Total 2-15 years	2-6 years	7-10 years	11-15 years
	Percent			
None	*	1	-	-
One pair	1	-	2	1
Two pairs	12	12	8	15
Three pairs	29	33	32	25
Four pairs	21	29	16	18
Five pairs	16	12	22	15
Six pairs	10	9	10	12
Seven or more pairs	9	4	10	13
Don't know	2	-	-	1
Number of sons	286	113	82	85

*Less than 1 percent.
-Zero in this sample.

Question 54: During the last 12 months, how many pairs of shoes for your (age of child) year old daughter did you purchase? Asked of mothers who have daughters 2-15 years of age.

	Women from primary sample			
	Age of daughters			
	Total 2-15 years	2-6 years	7-10 years	11-15 years
	Percent			
One pair	*	-	-	1
Two pairs	9	13	6	8
Three pairs	17	19	16	17
Four pairs	21	27	19	17
Five pairs	17	15	20	15
Six pairs	13	14	14	11
Seven or more pairs	20	10	25	31
Don't know	3	2	-	-
Number of daughters	278	110	85	78

*Less than 1 percent.
-Zero in this sample.

Question 57: Please tell me your reasons for buying your children canvas or cloth shoes. Asked of mothers whose children have canvas or cloth shoes. 1/

	Women from primary sample
	Percent
Good for play, running, beachwear	64
Can be washed; easy to take care of	46
Buy for gym; athletics	31
Cheaper; inexpensive; economical	28
Saves wear on leather shoes	17
Breathes; feet don't perspire	16
More comfort; easy on the foot	15
Children like to wear them, ask for them	14
Light in weight	12
Flexible; soft	7
Long wearing; durable	6
Won't scuff	2
Available in colors	1
All other reasons	12
Number of cases	210

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 58: Now, thinking about regulsr lesther, what do you think are the advantages of leather compared with materials other than leather used in the upper parts of children's shoes? Asked of mothers. 1/

	Women from primary sample
	Percent
Longer wearing; durable	74
Can be shined; polished	46
Better support; keeps feet firm	45
Appearance; always looks nice	30
Better constructed; sturdier; stronger	14
Fit is better; correct	10
Keeps its shape	7
Water resistant; water proof	7
More practical for children's shoes	5
More comfortable; feels comfortable	4
Greater flexibility; softness	3
Good buy for the money	3
Better safety-wise; gives needed protection	2
Breathes better; feet don't perspire	1
All other advantages	14
Number of cases	234

1/Percentages add to more than 100 because some respondents gave more than one reply.

Queation 59: And what would you say are the disadvantages of leather compared with materials other than leather used in the upper parts of children's shoes? Asked of mothers. 1/

	Women from primary sample
	Percent
It acuffs, marks, scratches.....	30
Expensive.....	15
Won't keep shine.....	9
Not water resistant; water proof.....	9
Not as long wearing; durable.....	4
Children grow out of them too fast....	4
Doesn't breathe; feet perspire.....	3
Cracks; peels.....	2
Not as comfortable.....	1
All other disadvantages.....	11
No disadvantages.....	36
Number of cases.....	234

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 60: Here is a scale card marked 1 for "Very Important" at one end and 7 for "Not at all Important" at the other end, with numbers in between. Suppose you were working on the improvement of leather for the upper parts of children's shoes. How important would you say "better water proofing" is as an improvement in leather for your son's shoes? Just pick a number that comes closest to how you feel. Now, how about...? Asked of women who have sons.

Improvements	Number selected							Total	Average rating
	1	2	3	4	5	6	7		
	Percent								Number
Better water proofing	73	10	5	6	3	1	1	100	1.6
Greater resistance to perspiration damage	33	7	14	18	9	5	13	100	3.3
Easier care/less need for shining	56	15	8	13	3	2	2	100	2.1
Greater flexibility/softness	41	16	8	20	7	3	4	100	2.6
More color fast	31	9	6	19	14	4	16	100	3.5
Greater scuff resistance	77	7	5	6	2	1	1	100	1.5

Number of cases -- 179

Question 60: Here is a scale card marked 1 for "Very Important" at one end and 7 for "Not at all Important" at the other end, with numbers in between. Suppose you were working on the improvement of leather for the upper parts of children's shoes. How important would you say "better water proofing" is as an improvement in leather for your daughter's shoes? Just pick a number that comes closest to how you feel. Now, how about...? Asked of women who have daughters.

Improvements	Number selected							Total	Average rating
	1	2	3	4	5	6	7		
	Percent								Number
Better water proofing	65	15	6	8	3	1	1	100	1.7
Greater resistance to perspiration damage	33	8	10	20	12	6	10	100	3.3
Easier care/less need for shining	52	13	11	13	6	2	2	100	2.2
Greater flexibility/softness	42	16	8	18	7	1	7	100	2.6
More color fast	36	9	6	17	18	6	7	100	3.2
Greater scuff resistance	71	9	8	6	3	1	1	100	1.7

Number of cases -- 173

Question 61: Would you or wouldn't you be willing to pay $1.00 more per pair for your (sons') (daughters') shoes with (each improvement listed)? Asked of women respondents who considered improvements important in children's shoes. (1, 2, or 3 rating in Q. 60)

	Women from primary sample					
	Sons			Daughters		
	Cases	Yes	No	Cases	Yes	No
	-Number-	-----Percent-----		-Number-	-----Percent-----	
Better water proofing	159	95	5	149	92	8
Greater resistance to perspiration damage	96	85	15	88	90	10
Easier care/less need for shining	142	88	12	130	86	14
Greater flexibility/softness	117	89	11	114	89	11
More color fast	83	83	17	88	82	18
Greater scuff resistance	159	92	7	153	91	9

Queation 65: What do you think are the advantages of leather in children's clothing? Asked of women who have children. 1/

	Women from primary sample
	Percent
Long wearing; durable	26
Warmth	17
Easy to csre for	15
Looks good; nice; expensive	11
Water resistant; water proof	7
Offers protection from wind and stormy weather	6
Save money on cleaning bills	4
Stronger than cloth; last longer than cloth	4
All other advantages	8
None; Don't know	51
Number of cases	234

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 66: What do you think are the disadvantages of leather in children's clothing? Asked of women who have children. 1/

	Women from primary sample
	Percent
Expensive to buy	37
Children grow so fast; too expensive for short wear they get out of it	20
Splits and tears easily	15
Cannot be mended; altered	12
Expensive to clean; upkeep is expensive	7
It scuffs, marks, scratches	7
Not warm in cold weather	6
Difficult to care for; hard to keep clean	6
Too heavy	4
Must be dry cleaned professionally	3
All other disadvantages	26
None; Don't know	15
Number of cases	234

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 67: In what ways do you think leather could be improved for use in children's clothing? Asked of women who have children. 1/

	Women from primary sample
	Percent
Make it less expensive	26
Find a way to clean, wash it myself	11
Make it longer lasting; more durable	7
Make it possible to repair; alter	6
Make warmer for cold weather	5
Make scuff, mark, scratch resistant	4
All other improvements	22
None; Don't know	40
Number of cases	234

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 68: What do you think are the advantages of suede in children's clothing? Asked of women who have children. 1/

	Women from primary sample
	Percent
Looks good	18
Warmth	8
Long wearing; durable	6
All other advantages	9
None; Don't know	71
Number of cases	234

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 69: And what do you think are the disadvantages of suede in children's clothing? Asked of women who have children. 1/

	Women from primary sample
	Percent
Impractical; not a good buy for children	34
Soils easily; gets dirty fast	29
Expensive to buy	28
Expensive to clean; upkeep is expensive	28
It spots and stains	26
Difficult to care for; hard to keep clean	21
Not as long wearing; dursble	18
It scuffs, marks, scratches	17
Must be dry cleaned professionally	11
Not good for rain; rain marks it	10
Splits, tears, rips easily	4
Children grow too fast for such expensive clothing	4
All other disadvantages	11
None; Don't know	10
Number of cases	234

1/Percentages add to more than 100 because some respondents gave more than one reply.

Question 70: In what ways do you think auede could be improved for use in children's clothing? Asked of women who have children. 1/

	Women from primary sample
	Percent
Find way to clean it at home	46
Make it resistant to stains and spots	23
Make it less expensive to purchase	20
Make it longer wearing; durable	9
Treat or process to eliminate cleaning or care	9
Make water resistant; water proof	8
Make it possible to repair	1
All other improvements	17
None; Don't know	27
Number of cases	234

1/Percentages add to more than 100 because some respondents gave more than one reply.

QUESTIONNAIRES

With the exception of check-box material, some instructions to interviewers, and office record information, the questionnaires used for this study are reproduced below in entirety. Instructions to interviewers are in upper case letters enclosed in parentheses. The cards used and questions asked were identical in content and wording for both men's and women's questionnaires except where noted. The cards used are reproduced at the end of the questionnaire.

Budget Bureau No. 40-S567-089
Expiration Date: November 1967

Good (morning) (afternoon) (evening), I'm_____from Chilton Research Services in Philadelphia conducting a study for the Department of Agriculture. We're talking to a cross-section of residents about shoes and materials used in shoes and you have been selected as part of this cross-section.

1. Here's a card showing examples of different types of shoes. (HAND RESPONDENT CARD 1) Please tell me whether or not you own (MEN: Dress or street shoes, casual shoes, sports shoes or special purpose shoes)? (WOMEN: Heels, walking or casual shoes, special purpose shoes, sports shoes or boots)? Are there any others? (ASK Q'S 2, 3 & 4 FOR EACH TYPE OWNED IN Q. 1)

2. Did you purchase any (EACH TYPE IN Q. 1) in the past two years? (IF "NO" FOR ALL TYPES, SKIP TO Q. 5)

3. During the last two years, how many pairs of (EACH TYPE IN Q. 2) did you purchase?

4. About how much do you usually pay for (EACH TYPE IN Q. 2)?

5. Which type of shoe do you wear most often? Your _____or_____or?(TYPES OWNED AND LISTED BELOW, REFER TO Q. 1) (MEN: Dress or street shoes, casual shoes, special purpose shoes) (WOMEN: Heels, walking or casual shoes, special purpose shoes)

6. (FOR TYPE WORN MOST OFTEN ASK:) What qualities do you think are most important when considering a new pair of (TYPE WORN MOST IN Q. 5)?

7. Now, I'd like to talk to you about just the upper parts of shoes. Here is a card showing what we mean by the upper parts of shoes. (HAND RESPONDENT CARD 2) Thinking of the upper parts of shoes, do your (EACH TYPE OWNED AND LISTED BELOW) generally last as long as you think they should, or not? (MEN: Dress or street shoes, casual shoes, special purpose shoes) (WOMEN: Heels, walking or casual shoes, special purpose shoes)

8. (HAND RESPONDENT CARD 3) Here's a list of materials used in the upper parts of shoes. Which materials are the upper parts of your (EACH TYPE OWNED AND LISTED BELOW) made of? (CIRCLE PROPER CODES BELOW).

Now, let's talk about regular leather. (HAND RESPONDENT CARD 3 AGAIN)

9. Some people think that leather shoes have both advantages and disadvantages. What do you think are the advantages of leather compared with materials other than leather used in the upper parts of shoes?

10. And what would you say are the disadvantages of leather compared with materials other than leather used in the upper parts of shoes?

11. (HAND RESPONDENT CARD 4) Here is a scale card marked 1 for "Very Important" at one end and 7 for "Not at all Important" at the other end with numbers in between. Suppose you were working on the improvement of leather for the upper parts of shoes. How important would you say "Better water proofing" is as an improvement in leather for your own shoes? Just pick a number that comes closest to how you feel. Now, how about...?

12. Would you or wouldn't you be willing to pay $1.00 more per pair for your own shoes with (EACH IMPROVEMENT CIRCLED 1, 2 OR 3)?

The next few questions deal with fabrics used in the upper parts of casual shoes. Some examples are canvas, denim and burlap.

13. Some people think that canvas or cloth upper parts of casual shoes have both advantages and disadvantages. What do you think are the advantages of canvas or cloth compared with other materials used in the upper parts of casual shoes?

14. And what do you think are the disadvantages of canvas or cloth compared with other materials used in the upper parts of casual shoes?

15. Still thinking about the uppers of the casual shoes you now have, are any of them made of canvas or cloth?

16. Now, I'd like to talk to you about a fairly new synthetic material for the upper parts of shoes called CORFAM. Here's a card showing how it's spelled. (HAND RESPONDENT CARD 5) Have you heard of CORFAM or not? (IF "YES", SKIP TO Q. 18)

17. Let me tell you something about it. CORFAM is a synthetic material made by DuPont that looks like leather. Does this material sound familiar to you now or not?

18. Where did you hear or read most of what you know about CORFAM? (IF "NO" OR "DON'T KNOW", SKIP TO Q. 31)

19. What do you think are the advantages of CORFAM compared with other materials used in the upper parts of shoes?

20. And what would you say are the disadvantages of CORFAM compared with other materials used in the upper parts of shoes?

21. (IF NOT ALREADY MENTIONED IN Q. 8) Now, I'd like to know whether or not you, yourself, have bought CORFAM shoes?

CORFAM USER SECTION (ASK Q'S 22 TO 30 IF "YES" TO Q. 21 or Q. 8; OTHERWISE, SKIP TO Q. 31)

22. How many pairs of CORFAM shoes do you own?

23. When did you buy your CORFAM shoes? About how long ago? (IF RESPONDENT OWNS MORE THAN ONE PAIR OF CORFAM SHOES, ASK Q'S 26-30 ABOUT EACH PAIR.)

24. What type of shoe is it? (HAND RESPONDENT CARD 1 AGAIN)

25. About how much did you pay for them? (IF MORE THAN ONE PAIR OWNED, ASK ABOUT EACH PAIR)

26. About how often do you wear your CORFAM shoes? (HAND RESPONDENT CARD 6) (IF MORE THAN ONE PAIR OWNED, ASK ABOUT EACH PAIR)

27. What do you like most about your CORFAM shoes?

28. What do you dislike about your CORFAM shoes?

29. Would you buy another pair of CORFAM shoes or not?

30. Why do you say that?

ASK EVERYONE

31. Let's talk about some synthetics or imitation leathers, other than CORFAM. Have you or haven't you heard of shoe uppers made of synthetic or man-made materials such as vinyl?

32. What do you think are the advantages of synthetic or man-made materials compared with other materials used in the upper part of shoes?

33. And what would you say are the disadvantages of synthetic or man-made materials compared with other materials used in the upper parts of shoes?

34. Do you, yourself, now have any sports shoes of these synthetic or man-made materials? How about boots?

35. (HAND RESPONDENT CARD 7) Here is a list of statements that might describe regular leather, Corfam and other synthetic or man-made materials used for shoe uppers. Please pick the statements on the card which you think best describe regular leather shoes. You may choose as many or as few as you wish.

IF RESPONDENT HAS NOT HEARD OF CORFAM OR OTHER SYNTHETIC OR MAN-MADE MATERIALS, OMIT ASKING FOR THESE.

Now, let's do the same with Corfam. And now for other synthetic or man-made materials.

36. Now, we've finished talking about your shoes. Do you have any clothing made mainly of real leather or real suede? By this I mean articles such as coats, jackets, car coats, sweaters, or vests. (IF "NO" OR "DON'T KNOW", SKIP TO Q. 39)

37. (IF "YES") What are they?

38. (ASK FOR EACH ITEM MENTIONED) Is your (ARTICLE OWNED) made of suede or some other leather?

39. Some people think that leather articles of clothing have both advantages and disadvantages. What do you think are the advantages of leather clothing?

40. What do you think are the disadvantages of leather clothing?

41. In what ways do you think leather could be improved for use in clothing?

42. What do you think are the advantages of suede in clothing?

43. And what do you think are the disadvantages of suede in clothing?

44. In what ways do you think suede could be improved for use in clothing?

45. Suppose you could buy articles of clothing made of real suede which you could wash. Do you think that you would or would not buy any clothing made of washable suede?

46. Why do you say that? (PROBE FULLY)

Now, let's talk about imitations of leather or suede such as synthetics, vinyls, plastics or other such materials used in clothing.

47. Do you have any clothing made mainly of imitation leather or suede?

48. (IF "YES") What are they?

49. (ASK FOR EACH ITEM MENTIONED) Is your (ARTICLE OWNED) made of imitation suede or imitation leather?

50. What is your imitation leather/suede (ARTICLE OWNED) made of?

(QUESTIONS 51 TO 74 WERE OMITTED IN THE MEN'S VERSION OF THE QUESTIONNAIRE.)

Now, I would like to know about others, over 15 years of age, in your household. (COPY LIST OF HOUSEHOLD MEMBERS OVER 15 YEARS OF AGE FROM SCREENING FORM)

75. Now, please tell me whether or not (EACH PERSON LISTED) has bought Corfam shoes?

76. Now, we're interested in a few more things about you and your family so that we can see whether there are differences of opinion in different kinds of families. First, in which of these age groups are you?

77. (HAND RESPONDENT CARD 9) What was the last grade of school you completed? Just give me the number please.

78. Are you the head of the household?

79. Are you employed?

80. Where are you employed -- I don't mean the name of the place but what kind of a place is it?

81. What is your main job? In other words, what sort of work do you do?

82. (IF RESPONDENT NOT HEAD OF HOUSEHOLD ASK Q. 82; OTHERWISE SKIP TO Q. 84) Where is the head of the household employed -- I don't mean the name of the place, but what kind of a place is it?

83. What is his main job? What sort of work does he do?

84. To get a good cross-section we must interview people in all income groups. (HAND RESPONDENT CARD 10) Please tell me by number which income group on the card corresponds to the amount of yearly family income you receive before taxes or other deductions. Please include total income from all sources.

(ASK NAME AND PHONE NUMBER OF RESPONDENT AND RECORD ON COVER SHEET).

THANK YOU FOR YOUR COOPERATION.

QUESTIONS PERTAINING TO CHILDREN ON FEMALE VERSION ONLY.

51. Do you have any children between 2 and 15 years of age? (IF "NO" SKIP TO Q. 75)

52. Now, I'd like to know the exact ages of these children. What are the ages of your sons from oldest to youngest ?

53. What are the ages of your daughters from oldest to youngest?

54. During the last 12 months, how many pairs of shoes for your (AGE OF CHILD IN COL. 1) year old son (daughter) did you purchase?

55. (HAND RESPONDENT CARD 8) Here's a list of materials used in the uppers of children's shoes. What materials are used in the uppers of the shoes that your (AGE OF CHILD IN COL. 1) owns now?

(IF CANVAS OR CLOTH MENTIONED IN Q. 55, SKIP TO Q. 57; OTHERWISE, ASK Q. 56)

56. Do any of your children have canvas or cloth shoes?

57. Please tell me your reasons for buying your children canvas or cloth shoes?

58. Now, thinking about regular leather, what do you think are the advantages of leather compared with materials other than leather used in the upper parts of children's shoes?

59. And what would you say are the disadvantages of leather compared with materials other than leather used in the upper parts of children's shoes?

(ASK Q'S 60-61 FIRST FOR SONS' SHOES AND THEN FOR DAUGHTERS' SHOES)

60. (HAND RESPONDENT CARD 4) Here is a scale card marked 1 for "Very Important" at one end and 7 for "Not at all Important" at the other end, with numbers in between. Suppose you were working on the improvement of leather for the upper parts of children's shoes. How important would you say "better water proofing" is as an improvement in leather for your sons' (daughters') shoes? Just pick a number that comes closest to how you feel. Now, how about....?

61. Would you or wouldn't you be willing to pay $1.00 more per pair for your sons' (daughters') shoes with (EACH IMPROVEMENT CIRCLED 1, 2 or 3)?

We've finished talking about your children's shoes; now, let's talk about their clothing.

62. Does your child (do your children) have any clothing made mainly of real leather or real suede? By this I mean articles such as coats, jackets or sweaters. (IF "NO" OR "DON'T KNOW", SKIP TO Q. 65)

63. (IF "YES") What are they?

64. (ASK FOR EACH "YES") Is (ARTICLE OWNED) made of suede or some other leather?

65. What do you think are the advantages of leather in children's clothing?

66. What do you think are the disadvantages of leather in children's clothing?

67. In what ways do you think leather could be improved for use in children's clothing?

68. What do you think are the advantages of suede in children's clothing?

69. And what do you think are the disadvantages of suede in children's clothing?

70. In what ways do you think suede could be improved for use in children's clothing?

Now, let's discuss the use of imitation leather or suede in children's clothing. You'll remember that includes aynthetics, vinyls, plastics or other such materials.

71. Does your child (do your children) have any clothing made mainly of imitation leather or imitation suede. By this I mean articles such as coats, jackets or sweaters. (IF "NO" OR "DON'T KNOW", SKIP TO Q. 75)

72. (IF "YES") What are they?

73. (ASK FOR EACH ITEM MENTIONED) Is your child's (ARTICLE OWNED) made of imitation leather or imitation suede?

74. What is your child's (children's) imitation leather/suede (ARTICLE OWNED) made of?

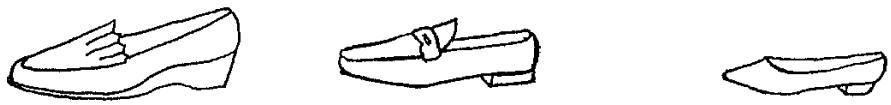
Q. 1

Card #1

TYPES OF WOMEN'S SHOES

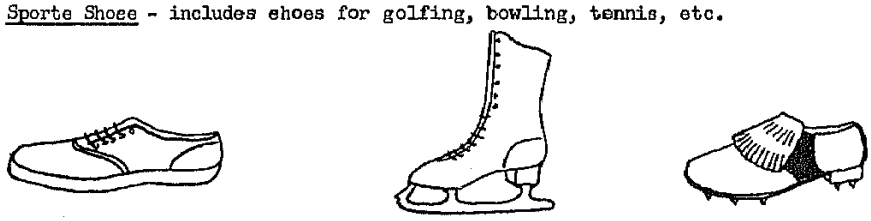
Heels - street wear & dress wear, all size & height heels including stacked heels & chunky or block heels

Walking or Casual Shoes - all types including flats, losfers, etc.



Special Purpose Shoes - shoes for nurses, waitresses, etc.

Sports Shoes - includes shoes for golfing, bowling, tennis, etc.

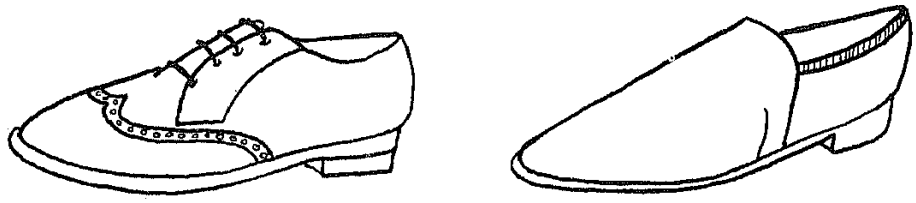


Boots - cold weather and feshion boots, all lengths & materials as long as they are worn without shoes.

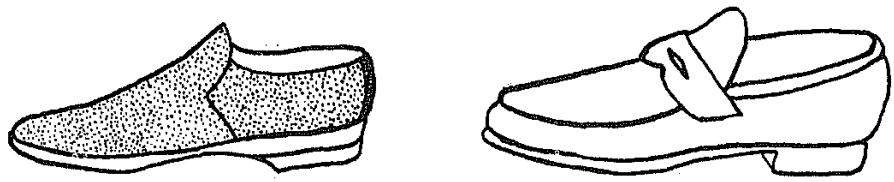
CARD #1 Q. 1

TYPES OF MEN'S SHOES

Dress or Street Shoes - tie or slip on styles

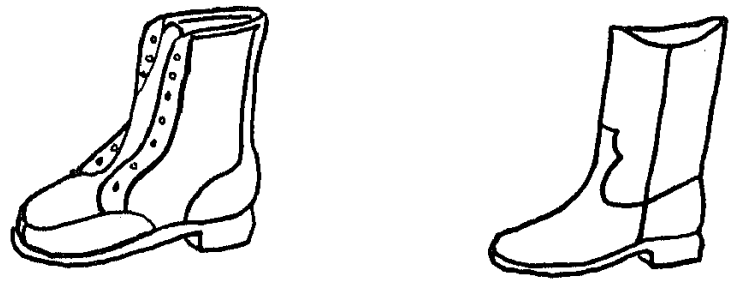


Casual Shoes - canvas casuals, loafers, or similar type styles



Sports Shoes - those for golf, bowling, tennis, etc.

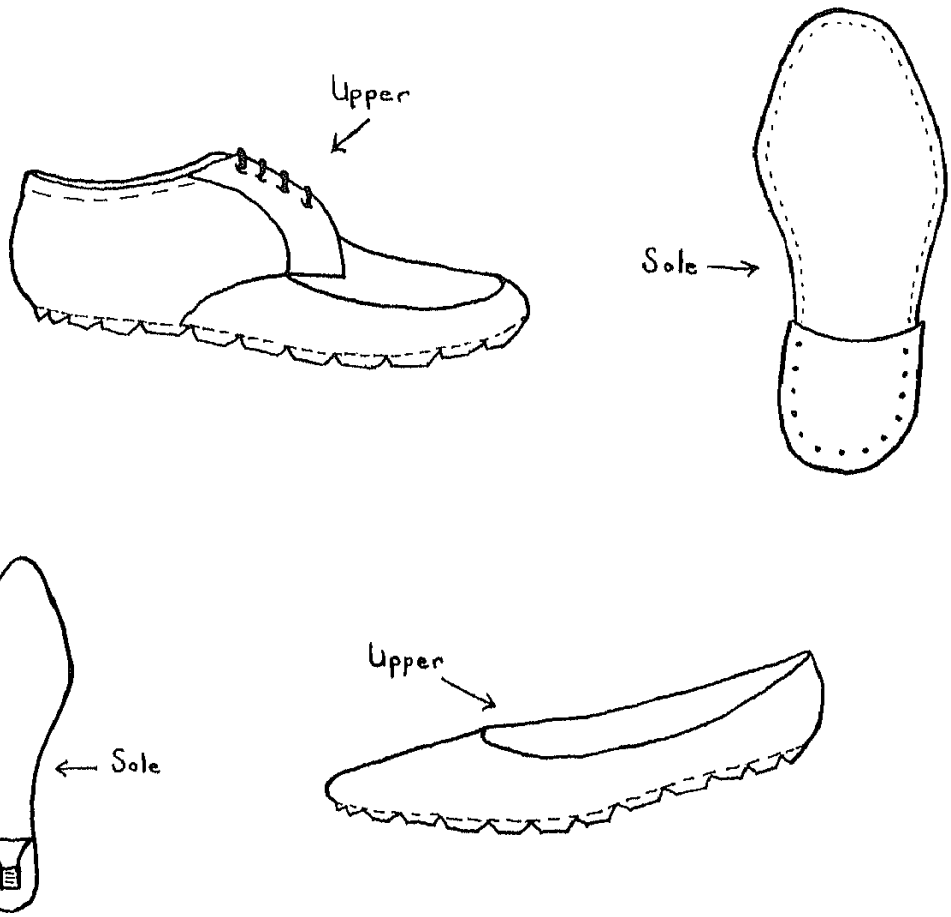
Special Purpose Shoes - work shoes or boots, hunting boots, etc.



Q. 7
Men's & women's

Card #2

Shoe Uppers



Card #3

Q. 8 - 9
Men's & Women's

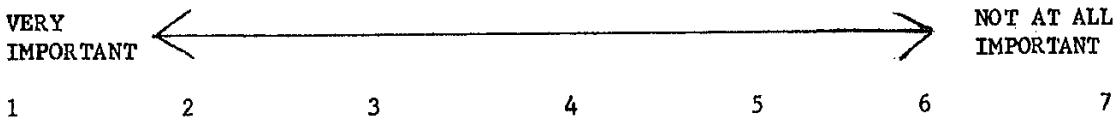
Real Leather

Regular leather
Suede
Buck
Patent

Synthetics

Card #4

Q. 11 & 60
Men's & Women's



Card #5

Q. 16
Men's & women's

C O R F A M

Card #6

Q. 26
Men's & Women's

Frequency of Use

Almost every day
2 or 3 times a week
Once a week
Once every 2 weeks
Once a month
Less than once a month

Q. 35
Men's & Women's

Card #7

Ststements

1. Comes in attractive colors
2. Comes in unattractive colors
3. Does not need breaking in
4. Needs breaking in
5. Comes in attractive stylea
6. Comes in unattractive styles
7. Easy to care for
8. Hard to care for
9. A good buy for the money
10. A poor buy for the money
11. Water resistant
12. Not water resistant
13. Scuff and scratch resistant
14. Not scuff and scratch resiatant
15. Lasts a long time
16. Lasts a short time
17. Fits well
18. Fits poorly
19. Tear and puncture resistant
20. Not tear and puncture resistant
21. Stain resistant
22. Not stain resistant
23. Flexible and pliable
24. Not flexible and pliable
25. Gives good support
26. Gives poor support
27. Looks good for a long time
28. Looks good for a short time
29. Does not have to be fitted carefully
30. Has to be fitted carefully
31. Comfortable in hot weather
32. Uncomfortable in hot weather
33. Inexpensive
34. Expensive
35. Comes in a variety of colors
36. Does not come in a variety of colors
37. Expensive looking
38. Cheap looking
39. Shines well
40. Doesn't shine well

Card #8

Q. 55
Women's

Real Leather

Regular lesther
Suede
Buck
Patent

Canvas or Cloth

Synthetics

Card #9

Q. 77

Last grade of school completed

1. No schooling
2. Grammar school 1-8
3. High school incomplete, 9, 10, 11
4. High school complete - graduated
5. College - less than 4 years
6. College - 4 years
7. College - more than 4 years
8. Trade school, nursing, etc.

Card #10

Q. 84
Men's & Women's

Total Family Income

1. Less than $2,000
2. $2,000 to 2,999
3. $3,000 to 3,999
4. $4,000 to 4,999
5. $5,000 to 5,999
6. $6,000 to 6,999
7. $7,000 to 7,999
8. $8,000 to 9,999
9. $10,000 to 12,499
0. $12,500 to 14,999
V. $15,000 and over